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 programs
Over 400 projected Career Launch enrollees from grant recipients

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 approved

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  
**CCL Coordinator:** Kimberly Hetrick  
**Counties:** Clallam, Jefferson, Kitsap, and Mason  

**Network:** Phyllis Harvey-Buschel  
**CCL Coordinator:** Walter Jackson  
**Counties:** King and Pierce  

**Network:** Lorie Thompson  
**CCL Coordinator:** Pat Lange  
**Counties:** Grays Harbor, Lewis, Mason, Pacific, and Thurston  

**Network:** Vickei Hrdina  
**CCL Coordinator:** Vickei Hrdina  
**Counties:** Clark, Cowlitz, Klickitat, Pacific, Skamania, and Wahkiakum  

**Network:** Joy Emory  
**CCL Coordinator:** Bre Urness-Straight  
**Counties:** Island, San Juan, Skagit, Snohomish, and Whatcom  

**Network:** Sue Kane  
**CCL Coordinator:** Tami McBride  
**Counties:** Chelan, Douglas, Grant, and Okanogan  

**Network:** Cassidy Peterson  
**CCL Coordinator:** Dennis Conger  
**Counties:** Adams, Ferry, Lincoln, Pend Oreille, Spokane, Steven, and Whitman  

**Network:** Debra Bowen  
**CCL Coordinator:** Greg Fancher  
**Counties:** Asotin, Benton, Columbia, Franklin, Garfield, and Walla Walla  

**Network:** Mark Cheney  
**CCL Coordinator:** Hugo Moreno  
**Counties:** Grant, Kittitas, Klickitat, and Yakima
... and funded 10 intermediaries in our first grant round…

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<th>Construction trades Career Preparation / pre-apprenticeship (King)</th>
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<td>Develop Career Preparation / pre-apprenticeship program to prepare students for Apprenti and similar programs (King)</td>
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<td>Expand General Service Technician Registered Apprenticeships; Master Service Technician Registered Apprenticeships (Pierce)</td>
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<td>Develop new construction trades and maritime (specifically marine construction, fisheries, maritime logistics) Career Launches (Kitsap)</td>
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<td>Create new Central Sterile Processing Technician and Pharmacy Technician Reg. Apprenticeships; Expand Medical Assisting Reg. Apprenticeship programs (King)</td>
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<td>Develop new Career Launch in aviation maintenance and hospitality mgmt.; Expand existing IT support Registered Apprenticeship (Chelan/Grant/Adams)</td>
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<td>Expand existing manufacturing Registered Apprenticeship programs, with AJAC as one of the primary partners (Spokane)</td>
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<td>Expand AJAC manufacturing Youth Registered Apprenticeships, including expansion to food processing and agriculture industries (Southcentral Region/Yakima)</td>
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<td>Develop new Career Launch programs with T-Mobile, focused on data management, advanced analytics, artificial intelligence, etc. (King)</td>
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<td>Expand semiconductor Career Launch* program; Develop a new medical assisting Career Launch (Clark/Cowlitz)</td>
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*Program has not yet received formal endorsement
Design and deliver **Career Awareness** program for middle school students health sciences and healthcare delivery sectors (Stevens)

Develop **Career Launch** engineering / machining production program (Chelan/Douglas/Okanogan)

Develop **Career Launch** program to provide classroom learning and paid OJT for Certified Nursing Assistant certification (Pierce)

Develop Career Connected Technology Information Academy based on IBM’s P-Tech High School Program to be scaled aligned to **Career Launch** (King/Franklin/Snohomish)

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<th>Automotive</th>
<th>Construction</th>
<th>Health care</th>
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Career Launch endorsed programs growing every month
Enrollment funding recipients

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<th>Program</th>
<th>Location</th>
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| **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

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

CCW supplemental budget is part of broader continuum of workforce funding proposed for FY2021