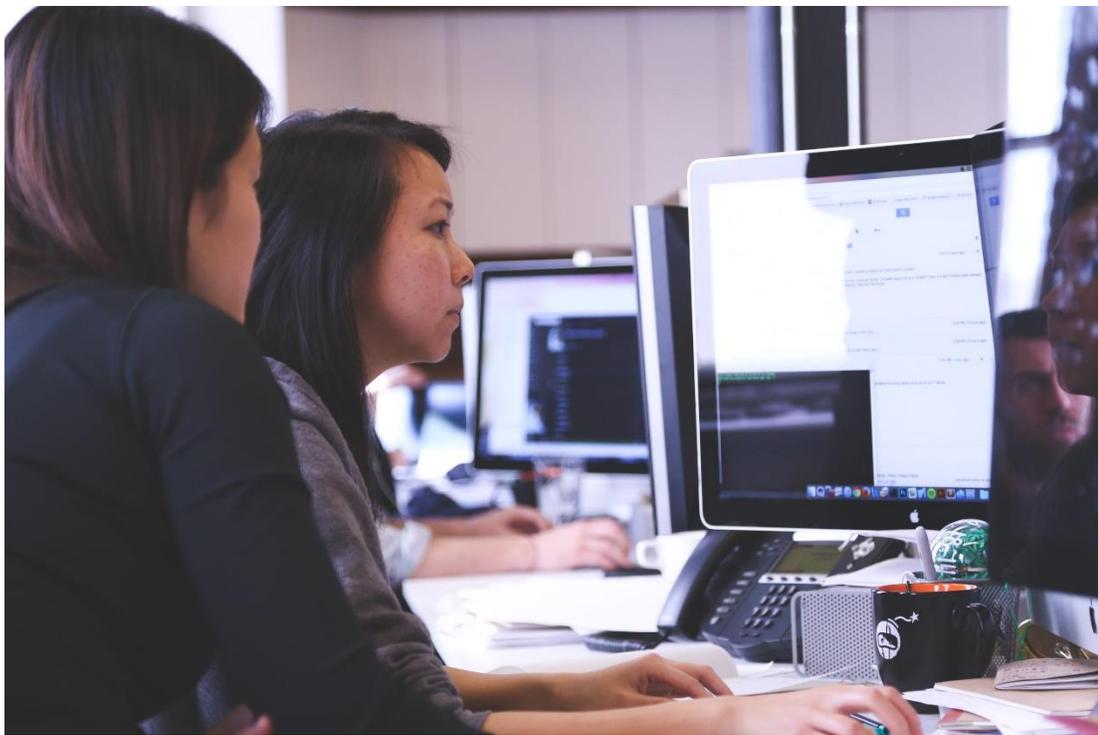


CCW DIRECTORY TOOL KIT



May 2021

Communication tools for engaging audiences

Communication resources to help partner organizations introduce the Career Connect Washington (CCW) Directory and help young people in Washington find the opportunities they need to explore and prepare for careers.

CCW Directory Tool Kit

COMMUNICATION TOOLS FOR ENGAGING AUDIENCES

Introduction

The purpose of this toolkit is to make it easier for partner organizations to use their communication channels to introduce the Career Connect Washington (CCW) Directory to their audiences. As known and trusted organizations, they are well-positioned to open the door to the Directory.

The Directory can be found at <https://careerconnectwa.org/directory/>.

The ultimate audiences are students and families, but the connection between students and the Directory may be made through several levels of intermediaries. It is also possible for organizations to drive traffic to a Directory embed on their own websites or to the CCW site. Regardless of the route, the Career Connect Washington Directory is a new resource, and will require extensive and regular socialization.

This toolkit contains a variety of content that can be used by all Career Connect Washington partners. This is a resource and we encourage you to use and modify what you need!.

Content that can be used in

- social media
- newsletters
- websites
- any other ways that you engage audiences

Especially useful for

- school districts
- teachers and counselors
- support associations
- community-based organizations
- state agencies

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Who We Are

Career Connect Washington believes there are many pathways to economic success and life fulfillment. Every day, Career Connect Washington bridges the gap between employers and educators by providing the connection, funding, and support they need to deliver high quality academic and work-based experiences for Washington students, especially those furthest from opportunity. Because when everyone has the opportunity to explore and the power to choose their own future, Washington thrives.

For more tools for communicating about Career Connect Washington itself, along with expanded messages, program definitions, written materials, graphic resources and more, visit the main Marketing Tool Kit: <https://careerconnectwa.org/tool-kit/>

Career Connect Washington Term Definitions

Career Explore: Programs designed to expose students to many career options and pathways, beginning as early as elementary or middle school. These programs allow students to learn about future jobs and industries through activities including career fairs, worksite tours, job shadowing, guest speaker presentations, and other similar activities.

Career Prep: Programs designed to deepen a student's understanding of a specific industry or career. These programs begin in high school and provide students with hands-on training and knowledge to help students prepare for future work and decide whether a given career path is a good fit. Career Prep programs are longer and more intensive than Career Explore programs and can include a series of CTE and / or skills center courses (e.g. CTE concentration), summer internships, and pre-apprenticeship programs.

Career Launch: Programs that combine meaningful, supervised, paid, on-the job experience with aligned academic instruction that result in a competitive candidate for a real job and an industry-recognized and / or postsecondary credential (or at least 45 credits towards a postsecondary credential). Career Launch can begin as early as high school.

Career Launch programs can be state-approved registered apprenticeships, as well as CTE sequences or postsecondary credential programs that include robust, paid work-based training. All Career Launches must be approved by the Career Launch Endorsement Review team (managed by the State Board for Community and Technical Colleges) or the Washington State Apprenticeship and Training Council (for state registered apprenticeships). Upon successful completion of a Career Launch program, students can choose to continue academically, seek additional career training, or start their career.



Career Launch programs combine on-the-job experience with classroom learning, and are endorsed by expert review panels.

What is the CCW Directory and how can we use it?

To make it easier for young people to access local programs, we have created an online, statewide directory of all levels of career connected learning opportunities. This directory is designed to be used by students, families, young adults, educators and school counselors—in short, anyone who is in a position to help young people prepare for their Next Big Thing. Most programs in the current Directory are at the Career Launch level, but more programs at all levels are being added every day.

The Career Connect Washington Directory allows users to search by interest, location and program level. Users can also filter results by education level, program type and wage range.

The Directory can be embedded directly into the websites of CCW partner organizations, or partners can point people to the CCW website. If you are interested in embedding the Directory onto your site, email us at info@careerconnectwa.org.

We welcome employers, nonprofits, community-based organizations and educational institutions to add career-connected learning programs to our directory. If you would like more information about listing your program in the Directory, or having it endorsed as a Career Launch program, visit our Partners page: <https://careerconnectwa.org/partners/#partners-introduction> or contact us at info@careerconnectwa.org.



Audience-Specific Messages

Different groups of people are going to utilize the directory differently. Based on their most immediate audiences, partner organizations will want to identify the approach that will be most relevant to that audience.

Students

Although career connected learning programs can start as early as elementary school, the students most likely to access the Directory are going to be in high school or above, as they look for career exploration, internships, apprenticeships and earn-and-learn opportunities. Programs that clearly provide academic credit and practical training will be of interest as they make the first steps of their professional lives.

Families

Families, often but not exclusively parents, are often involved in helping young people in their search for opportunities. They are searching for the same kinds of opportunities, and may also be considering the legitimacy and accessibility of the program. Both students and families may have questions about other kinds of services the student and family may need, such as transportation or financial aid.

Teachers and Counselors

School counselors, educators and other school employees are on the front lines of helping students make decisions about their next steps. This is true in both high school and college, and the Directory has programs for every academic level. The Directory is a great resource for counselors to use in helping students find earn-and-learn opportunities; it's also a great place to point local employers, who might have, or want to develop, a program.

Businesses and Nonprofits

Businesses and nonprofit organizations often have programs for younger workers. Whether these are exploration events (open houses, speeches, job shadows) or are full training programs, they can be listed in the Directory and promoted through social media.

If you would like more information about listing your program in the Directory, or having it endorsed as a Career Launch program, visit our Partners page:

<https://careerconnectwa.org/partners/#partners-introduction> or contact us at info@careerconnectwa.org.

Sample Social Media Posts

For Students, Families, Counselors, Teachers, and Educators

For students, families and those in the community who can directly reach them, these posts will help you directly address their interests. Don't forget to add a link to either your imbedded Directory or the CCW website!

If you don't want to create your own posts, you can follow Career Connect Washington and repost ours!

CCW on Facebook: <https://www.facebook.com/CareerConnectWashington/>

CCW on Twitter: <https://twitter.com/careerconnectwa>

Student-Focused

- If you're older than 16, you can earn a paycheck and high school or college credit at the same time. An apprenticeship, internship or Career Launch program can help you explore your interests and prepare for a great job. See what's available in your area on the Career Connect Washington Directory.
- School and "real life" of post-graduation careers shouldn't be separate. Job experiences can make school more relevant, and the right schooling can help jumpstart you into a great paying career. Some employers even pay you to go to school! Find out about what programs are available near you on the CCW directory.

- You can earn college credit and a paycheck, while also learning skills and exploring career paths. Career-connected learning programs in our area make it easy for high school students and other young people to learn-and-earn—adding value to the college experience.

Parents and Teachers

- Help students plan for their future with career-connected learning directory. A great tool for an entire class or an individual student, the Directory helps young people find local earn-and-learn programs to help them explore and prepare for careers. Many programs offer college and high school credit and real-world job experiences.
- Help young people prepare for their next set of life decisions with the Career Connect Washington Directory.
- Students crave real-world experience outside the classroom. Teachers can help them find high quality programs that combine real-world experiences with credit for high school and college. Programs are searchable by interest, locality and intensity. Visit the Career Connect Washington directory...
- There is a pathway from school to career—in fact, there are many. Help your student find one that works for them by combining career exploration and college credit with Career Connect Washington.

“
Learn and Earn
"My apprenticeship gave me the chance to work in a local company and explore a growing industry. I also earned college credit at the same time! Everyone should look for a program like this."
”

CAHAYA DEWI
 Super Cool Company Apprentice
 Great High School Class of 2021

www.careerconnectwa.org/directory

General

- We make it easy for young people to prepare for great careers with the right earn-and-learn program for them. The Career Connect Washington directory features programs perfect for high school and up. Programs are vetted by industry and education experts, so participants will know their time will be spent well.
- Local employers have great earn and learn opportunities for local students! Our new directory helps young people (high school-30) find opportunities to explore and prepare for careers. Our programs combine the best of our local education systems and our local employers and industries.
- Starting strong and building fast! The Career Connect Washington directory connects young people, schools and employers to identify great opportunities to learn about and prepare for jobs. See what's happening in your area!
- Today's jobs require training or education beyond high school, but too many Washington students are leaving high school without ever getting the chance to learn about, or prepare for, real jobs. Don't be one of them! Check out our directory of real-world learning opportunities and learn more at <https://careerconnectwa.org/directory>.

- Work-based learning helps young people prepare for great jobs with local employers. These programs don't cost anything to the students and young adults who are able to prepare for in-demand, high-potential careers.

FINAL TIPS: The best posts are personal stories and endorsements. If you can use pictures from real programs along with quotes from local students, teachers and employers, those will likely do the best.

Also, don't forget to tag other related organizations—for example, your local school district, regional network, chamber of commerce, and Career Connect Washington. Good hashtags to use include:

#countyname

#youthlearning

#earnandlearn

#schoolname

#careerconnectWA

#careerpathways

#youthjobs

#careerconnected

For Organizations Promoting Existing Career Connected Learning Programs

Whether you are a business, school, college, chamber or nonprofit, your programs can be listed in the Directory. Once it is, here are some sample social media posts that can be modified to promote your program and your involvement in Career Connect Washington. Examples are in [brackets].

Don't forget to add the link to the CCW website!

- We have been a proud employer of [Clark] County for [17] years, and we are planning on many more. That's why we developed an [apprenticeship] program to help local youth prepare for the growing number of jobs in the [name] industry. Students as young as 16 can earn a paycheck and school credits. See our listing here:
<https://careerconnectwa.org/directory>.
- Good paying jobs are available in our region, but too many young people are losing out because they don't have the right mix of on-the-job experience and classroom learning. To make it easier for young people in our area to get family-wage jobs, we developed an earn-and-learn program with [community college]. Check it out here:
<https://careerconnectwa.org/directory/>.
- You don't have to commit to a career when you're in high school, but high school is the time to start exploring your options. By participating in a Career Prep or Career Launch program, students can start to imagine themselves in different jobs and industries. One way to help students see their local options is to visit
<https://careerconnectwa.org/directory/>.
- [Industry-specific example] Healthcare is a growing field that welcomes people at all education levels. Whether you are looking to learn more about the industry or get started on the credentials you need to get a job in the field, there is a program for you. Visit
<https://careerconnectwa.org/directory/>.
- Join us in giving local young people the chance to explore and prepare for good-paying careers in a variety of fields. Programs combine college and career to give young people the real-world experience they want and the college credits they need.



Additional Resources

Newsletter and Website Content

100 words: Students are looking for real-world experiences to help them make big decisions about their future, but they are often unsure how to manage school, work and life obligations at the same time. Career Connect Washington is a statewide effort to connect young people with on-the-job experiences and relevant classroom learning. These programs vary in intensity, depending on whether a young person is exploring a career path or ready to get started. “Earn and learn” programs are available in multiple fields, and there are also support services to help. Students, parents, teachers and counselors all have access to them at <https://careerconnectwa.org/directory/>. For more information, email info@careerconnectwa.org.

200 words: Students are looking for real-world experiences to help them make big decisions about their future, but they are often unsure how to manage school, work and life obligations. This leads to too many young people getting stuck in the years after high school graduation. At the same time, we have employers all over the state, desperately looking for skilled employees.

As we begin to see the end of the COVID pandemic, it is more important than ever to help young people quickly get the experience and credentials they need to move into good jobs. Thanks to a coalition of business, labor, education, and community leaders, we have new paths that combine work-based and academic programs. These programs give all students in Washington the opportunity to explore, learn, and earn money or college level credit. By weaving education and work together, we’ll build a better workforce, better lives, and a better Washington.

How can you find these opportunities? To make it easier for students, parents, teachers and counselors find a program that fits, we developed the Career Connect Washington Directory. Anyone can look for programs by region, interest and intensity. <https://careerconnectwa.org/directory/>. For more information, email info@careerconnectwa.org.

Regional Networks

Regional Networks are the key to scaling career connected learning statewide and play an integral role in convening and managing the regional, cross-industry partnerships that are needed to expand opportunities for young people in Washington.

There are nine Regional Networks in Washington, and they each have a career connected learning (CCL) coordinator. Employers, schools, nonprofits, colleges, and others interested in getting involved with career connected learning programs in your region should contact their regional network leads. Visit our website (www.careerconnectwa.org/partners/) for the most current regional coordinator contact information.

Capital Region Educational Service District 113

Website: <https://www.esd113.org/>

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

Greater Spokane Incorporated/Spokane STEM Network

Website: <https://greaterspokane.org/>

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

Educational Service District 105 / South Central Washington STEM Network

Website: <https://washingtonstem.org/network/south-central-stem-network/>

Counties: Kittitas, Yakima, Grant and Klickitat

Educational Service District 112 / Southwest Washington STEM Network

Website: <https://washingtonstem.org/network/southwest-washington-stem-network/>

North Central ESD 171 / Apple STEM Network

Website: <https://washingtonstem.org/network/apple-stem-network/>

South Kitsap School District # 402 / West Sound STEM Network

Website: <https://www.westsoundstem.org/>

Counties: Kitsap, Jefferson and Clallam

Washington Alliance for Better Schools

Website: <http://www.wabsalliance.org/>

Counties: King and Pierce

Washington State STEM Education Foundation / Mid-Columbia STEM Network

Website: <https://washingtonstem.org/network/mid-columbia-stem-network/>

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

Workforce Snohomish

Website: <https://www.workforcesnohomish.org/>

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