Career Connect Washington (CCW) is a statewide movement to create a high-quality career connected learning (CCL) system

In May 2017, Governor Inslee charged CCW to find ways for young people to explore, prepare, and participate in “real world” employer-based learning opportunities as a way to increase life fulfilment and self-sufficiency, advance more students past high school with a degree or credential, and improve the state’s economy

CCW scope:

- Serve young people up to age 29
- Introduce students early (elementary and middle school) to opportunity around them
- Build off of existing great CCL opportunities in K-12, postsecondary (2- and 4-year)
- Learn from and grow Registered Apprenticeships as a critical player in the system

In spring 2019, HB 2158 (WEIA) was passed by the Legislature, which codified our state’s 3-step CCL framework, and provided funding to implement CCW statewide through competitive, performance oriented, grants
The Problem: Students lack sufficient pathways to great careers

Goal: Connect young people to great careers while advancing their education

40% of Washington students gaining a credential or degree beyond high school

70% of Washington jobs requiring a postsecondary credential
Finding a Solution: Plan was built with the help of thousands of our citizens

Education
• Students & Parents
• Teachers & Counselors
• Superintendents
• 4-Year and Community College Presidents

Business & Industry Leaders

Government / State Agency Staff

Labor Leaders

Community Leaders and Nonprofits

Regional Leaders
The Reality Today: Disconnected pathways between education and employment

**Education**
(K-12 and Postsecondary)

**Employment**
The Solution: Career connected learning is a braided pathway that connects students to the career opportunities around them, starting early in their schooling.
The Solution: Connected pathways require a connected system

Employment

Government

Industry

Employers

Labor

Education

K-12

Higher Education

(incl. CTC, 4-Year)

CCW provides the connective tissue to grow CCL programs statewide
CCW Vision and Principles
CCW’s Vision is to ensure equitable CCL access and outcomes for Washington students

Every young adult in Washington will have multiple pathways toward economic self-sufficiency and fulfillment, strengthened by a comprehensive state-wide system for career connected learning.

In order for every young adult to succeed, we must intentionally focus on populations furthest from opportunity especially students of color, Indigenous students, low-income students, rural students, and students with disabilities.

We acknowledge that systemic racism has held students back, especially Black and Indigenous students, and we aspire to build an anti-racist system for career connected learning.
To reach our vision and ambition, we need a comprehensive system that follows a set of core principles.

**SYSTEM DESIGN PRINCIPLES…**

- **SCALABLE**
- **EQUITABLE**
- **‘AND’ NOT ‘OR’**
- **PERMEABLE**
- **EASY TO NAVIGATE**
- **BUILT FROM THE BEST**
- **DYNAMIC & INNOVATIVE**
- **CHOICE-BASED**

**AND PROGRAM DESIGN PRINCIPLES**

- Provide positive ROI for employers; built on skills and competencies defined by employer.
- Be high-quality and lead to positive outcomes for young adults.
- Leverage modern digitally-connected tools.

[Built for the State... Tailored to the Region]
Detail: 5-part strategy to advance equity in career connected learning

<table>
<thead>
<tr>
<th>Data</th>
<th>Identify system, resource, and outcome gaps by region, measure progress and outcomes against equity goals, and provide transparent and timely updates to stakeholders.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technology</td>
<td>Connect students and families to existing programs and wraparound supports via in-development CCW program directory. Advocate for internet and technological access for students.</td>
</tr>
<tr>
<td>Student Supports</td>
<td>Implement policy and legislative changes to lower barriers to participation and completion for students furthest from opportunity.</td>
</tr>
<tr>
<td>Provide Best Practices</td>
<td>Develop professional toolkits and guides to support CCW partners in identifying and addressing equity challenges. Solutions will be informed by community relationships and tailored to achieve equity goals.</td>
</tr>
<tr>
<td>System Accountability</td>
<td>Measure performance of system partners including state agencies, regional networks, and intermediaries against agreed upon equity goals and outcomes.</td>
</tr>
</tbody>
</table>
Equity Measurement

Race, income, geography, gender, citizenship status, and other demographics and student characteristics will no longer predict the outcomes of Washington’s students.

Career Connect Washington will build a career connected learning system that enables students who participate in Career Explore, Career Prep, and Career Launch to complete programs, attain sustaining-wage entry-level jobs, and reach family-sustaining wage careers (across industries and occupations) at equitable rates across population demographics.

Achieving this goal means that CCW will build a system that ensures that every young adult:

- Has **equitable access** to Career Connect Washington programs, including Career Explore, Career Prep, and Career Launch
- Is **enrolling in and completing** Career Launch programs at equitable rates across population demographics
- Is **entering living wage careers or college level learning** after their Career Launch programs at equitable rates
We are building the infrastructure to create new and grow existing CCL programs

Definition

Work-based programs with aligned classroom learning that culminate in a postsecondary credential*, producing a competitive candidate for meaningful employment (includes Registered Apprenticeship programs)

Career Launch

Career-specific instruction at a worksite or in a classroom for academic credit

Career Prep

Early exposure opportunities to careers and career options (e.g. career fairs, worksite tours)

Career Explore

Life-long learning and work

*Postsecondary credential means certificate, or at least one year towards an associates or bachelor’s degree
Career Launch definition

Career Launch Programs: Positioning young adults for promising careers

Meaningful, high quality on-the-job experience
✓ At worksite
✓ Paid and academic credit
✓ Occupation-aligned
✓ Employer supervisor at ratio typical of occupation
✓ Defined competencies and skills gained
✓ Full compliance with existing legal regulations

Aligned classroom learning
✓ Curriculum and program requirements developed in partnership with employers and industry
✓ Aligned with academic and employer standards
✓ Qualified instructors
✓ Dedicated student support (academic and career)

Competitive candidate
✓ Able to continue in employment OR successfully compete for jobs leading to financially-sustainable and fulfilling careers

Valuable credential beyond high school diploma
✓ Credential attained
✓ Significant progress (at least one year) towards a 2 or 4 year credential

Meaningful, high quality on-the-job experience + Aligned classroom learning = Competitive candidate

Career Launch Program

Valuable credential beyond high school diploma
Ambition: Enable all WA young adults to experience career connected learning

System Goals

Career Launch (CL)
- 60% completion rate
  - CL completion for Class of 2030

Career Prep (CP)
- 100% completion rate
  - CP, CE completion for Class of 2030

Career Explore (CE)

Leading Indicators

Career Launch completion rate
- Completion by sub-group
  - (e.g. region, industry, demographic)
- No. of young adults enrolled
- No. of employers participating
- Registered apprenticeship growth

Career Prep, Career Explore (CP, CE)
- Completion by sub-group
  - (e.g. region, industry, demographic)
- No. of young adult experiences
  - (including by experience type)
- No. of employers participating

Long-Term Success

WA % unemployment
- (relative to other states)

70% credential attainment
- (for Class of 2030)

x2 growth in registered apprenticeships

WA median wage increase

WA GDP increase
First year results exceed goals and show good momentum

10,000

Nearly 10,000 students enrolled in Career Launch programs – exceeding our first-year goal (data from Q2 2020)

1,485

New Career Launch enrollees
- Of which 1,267 are new Registered Apprenticeship students (data from Q2 2020)
- Additional 600+ Career Launch students anticipated from recently endorsed programs (data from Q3 2020)

78

New Career Launch programs created
- Of which 30 are Registered Apprenticeships
Regional networks and program intermediaries provide the necessary connections
Regional Networks and CCL Coordinators

**Network: Kareen Borders**  
*borders@skschools.org*  
CCL Coordinator: Kimberly Hetrick  
*khetrick@oesd114.org*  
Counties: Clallam, Jefferson, Kitsap, and Mason

**Network: Angie Sievers**  
*angies@snohomishstem.org* and Jenny Veltri  
*jveltri@nwesd.org*  
CCL Coordinator: Sinead Plagge  
*splagge@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: John Bonner**  
*jjohn@wabsalliance.org*  
CCL Coordinator: Walter Jackson  
*wjackson@psexd.org*  
Counties: King and Pierce

**Network: Lorie Thompson**  
*lthompson@esd113.org*  
CCL Coordinator: Pat Lange  
*plange@esd113.org*  
Counties: Grays Harbor, Lewis, Mason, Pacific, and Thurston

**Network: Vickei Hrdina**  
*vickei.hrdina@esd112.org*  
CCL Coordinator: Scott Culbertson  
*scott.culbertson@esd112.org*  
Counties: Clark, Cowlitz, Klickitat, Pacific, Skamania, and Wahkiakum

**Network: Cassidy Peterson**  
*cpeterson@greaterspokane.org*  
CCL Coordinator: Dennis Conger  
*dcconger@esd101.net*  
Counties: Adams, Ferry, Lincoln, Pend Oreille, Spokane, Stevens, and Whitman

**Network: Debra Bowen**  
*deb@STEMlearning.org*  
CCL Coordinator: James Kindle  
*jkindle@esd123.org*  
Counties: Asotin, Benton, Columbia, Franklin, Garfield, and Walla Walla

**Network: Vickei Hrdina**  
*vickei.hrdina@esd112.org*  
CCL Coordinator: Scott Culbertson  
*scott.culbertson@esd112.org*  
Counties: Clark, Cowlitz, Klickitat, Pacific, Skamania, and Wahkiakum

**Network: Mark Cheney**  
*mark.cheney@esd105.org* and Hugo Moreno  
*hugo.moreno@esd105.org*  
CCL Coordinator: Shelly O’Neill  
*shelly.oneill@esd105.org*  
Counties: Grant, Kittitas, Klickitat, and Yakima
Intermediaries are building high quality career connected learning programs across multiple industries and regions throughout the state

Select intermediary grantees featured
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

Career Launch endorsement applications reviewed monthly

Endorsement application available on [SBCTC website](#)

- Programs can be offered at community and technical colleges, training centers, universities and K-12 schools that partner with higher-education institutions
- Further information regarding K-12 Career Launch 1.2 FTE funding available via [slides](#) and [webinar](#)
### Moving forward, there are several areas where CCW will continue to focus

#### Equitable Access
- Lean into the nation’s **focus on racial & social justice**
- Build more accountability at the local level

#### Sustainability
- Ensure **resources** required for long-term success
- Explore approaches for long-term funding
- Increase agency & partner ownership/accountability

#### High-Quality
- Ensure our programs promote student success as we learn more about student outcomes

#### Communications
- Spread the word & increase awareness
- Continue collaborating with regional networks
- Ensure messaging reaches under-served populations

#### Employer Partnerships
- Continue building even stronger corporate champions
- Increase employer sign-up for Career Launch programs

#### K-12 and 4-Year Partnerships
- Grow Career Launch participation
- Leverage K-12 and 4-year successes to set others up for success
How CCW is organized
CCW Work Group and Advisory Team

Governor’s Office

Legislative Leadership

CCW Statewide Team
(Detailed on next slide)

Business & Philanthropy Leaders

Industry Associations

Labor Leaders

Regional Networks

Convened by Washington Roundtable

Convened by Washington State Labor Council

Office of the Lieutenant Governor

Washington Office of Superintendent of PUBLIC INSTRUCTION

CCW Work Group

Regional Networks

Convened by Washington Roundtable

Convened by Washington State Labor Council

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Convened by Washington State Labor Council
Detail: CCW Statewide Team Structure

Governor’s Office¹

CCW Executive Leader
Maud Daudon

Strategy & Project Management
Kinetic West
Far Field Consulting
Anna Nikolaeva (ESD)

Marketing & Communication
Soundview Strategies
Far Field Consulting

Technology
Resource Data

Legislative Affairs
Jim Justin

Regional Network and Intermediary Support
Washington STEM

Data & Learning and Equity
Washington STEM

Policy & Technical Support
New America
JFF

¹ Lead by Jamila Thomas, John Aultman, Maddy Thompson, and Breann Boggs
CCW Program Directory
CCW Program Directory: CareerConnectWA.org/Directory/

Career-Connected Learning Directory
Opening Opportunities to College and Career for Young People in Washington

Explore
Resources and events that provide early exposure to new jobs and industries.

Prep
Hands-on experience with a particular business, career track or industry.

Launch
Combine meaningful, high-quality on-the-job paid experience with aligned classroom learning.
Users search programs by their interest or location

Features:

- Users can search by:
  - Type of program: Explore, Prep, or Launch
  - Area of interest, occupation, or keyword
  - Geographic location
  - Hourly wage range
  - Educational Institution or Skill Center

- Connected to a directory of student support services

- Mobile device-friendly

- API embeddable on partners’ websites (e.g.: school districts, community-based organizations, etc.)

- Tested by students, teachers, counselors and feedback used to improve features
Integrated database of student support services

Automotive Technicians
Automotive Technology

509-682-6614  Visit Program Website  jwalter@wvc.edu

Program Information
Minimum Requirements
High School Diploma or Equivalent

Other Requirements
Must have a valid driver’s license

Tags
Accessible by Public Transportation
Financial Aid Available

Locations
Operating in the Following Counties
Chelan, Douglas, Okanogan

Institutions
- Wenatchee Valley College
  116 West Apple Avenue, Omak, WA

Resources to Help You

Financial Assistance
Find financial assistance options to help pay for school and everyday needs.
View Info

Transportation
Find services in your area that can help you pay for transit.
View Info

Find Help Near You
Integrated database of student support services

What do you need help with?
- Food
- Housing
- Goods
- Transit
- Health
- Money
- Care
- Education
- Work
- Legal

Enter Zip Code: 99012

Apply Filters

Services

Education
- Help Find School (1)
- Basic Literacy (1)
- Help Pay for School (1)
- Computer Class (1)
- More Education (5)
- English as a Second Language (ESL) (1)
- Daily Life Skills (1)
- Alternative Education (1)
- Resume Development (1)

Global Neighborhood

Global Neighborhood

Global Neighborhood program provides former refugees with opportunities for employment, ESL classes, assist with drivers education and computer skills training and also offer encouragement, advice and support.

Greenhouse Community Center

Greenhouse Community Center

GreenHouse Community Center focuses on providing services to people in need. Our first priority is ensuring basic needs are met by distributing food and clothing. Our second priority is helping people move forward by equipping them with education, job skills and providing counseling opportunities. Lastly, it is always a pleasure to provide nonessential items, such as school supplies and Christm...
2021 State Funding and Legislative Session Updates
Governor’s FY21-23 CCW Budget: $19.0M operations, $7M capital

Network & Intermediary Grants, $9.1M¹
Competitive grants for program intermediaries, regional networks and coordinators in education service districts to create and expand career-connected learning opportunities statewide

Increasing enrollment, $9.0M²
Student enrollment funding in K-12 and CTCs for Career Launch programs; high-demand industry enrollment within CTCs

System infrastructure, $0.9M¹
Statewide marketing campaign to drive student awareness and enrollment in CCL programs; Tribal liaison at OSPI to increase outreach within tribal nations; CCW system program directory

Career Launch & Prep equipment in K-12 and CTCs, $7M³
Competitively awarded capital grants to fund new equipment in K-12 schools and CTCs to support Career Launch & Career Prep programs

1. Includes WEIA and General Fund-State budgets; 2. WEIA; 3. Capital budget
Note: figures reflect budget passed by legislature in April 2021
Appendix
CCW responded immediately to challenges posed by COVID 19 to meet employer and student needs

**State of Innovation Challenge**
- Virtual career connected problem solving challenge – open now through March 2021
- **Goals: Empower youth voice** to solve big problems facing the state; **Support teachers and adult advisors** (e.g. CTSO, club, youth organization leaders) in need of robust and engaging virtual content

**Career Launch – Service Year**
- Research showed that students are very interested in “gap year” and in Career Launch opportunities
- Pilot underway in partnership with Service Corp (Americorps) and SBCTC to create a Career Launch Service Year focused on COVID recovery (Bloomberg funded)
- Student placements in health care, digital literacy and education will begin in February, 2021

**CareerConnect@Home**
- Daily live Career Explore panels with WA employers across a range of industries throughout May and June 2020
- **Goal:** inspire young people to keep planning for the future, even in the pandemic
- Discussions livestreamed to Youtube, students could submit questions via Instagram, videos archived for future use
At-a-glance: Career Connect Washington legislation (I/II)

Establishes CCL work group
- Creates a career connected learning cross-agency work group to scale and expand CCL opportunities
- Work group chaired by Governor, includes representatives from multiple agencies (see later slide)
- Must meet 6 times per year
- Requires one annual update by Sept 1 to Governor and Legislature

Defines work group responsibilities
- **PROGRAM EXPANSION**: Create new and expand existing CCL programs in K-12, CTC, 4-year universities, and state registered apprenticeship system
- **CAREER LAUNCH ENDORSEMENT**: Create process to endorse Career Launch programs
- **AGENCY INTEGRATION**: Build system functions within agencies and existing systems
- **CREDIT ARTICULATION**: Ensure transfer, articulation, and credit portability
- **EQUITY SUPPORTS**: Create statewide inventory of existing CCL support services
- **DATA**: Develop data enclave, systems and protocol to track CCL participation and outcomes
- **INDUSTRY**: Mobilize private sector and philanthropic leadership and resources
- **MARKETING**: Implement marketing and communications plan to students
- **TECHNOLOGY PLATFORM**: Develop technology platform / directory of CCL opportunities statewide
### At-a-glance: Career Connect Washington legislation (II/II)

| Establishes CCL grant program | - Creates CCL competitive grant program, to be administered by the Employment Security Department  
- Provides funds for each of nine education service districts and support for regional networks  
- Provides funds to support program intermediaries to create new and scale existing CCL programs |
|---|---|
| Defines CCL framework | - Codifies definitions for CCL “staircase” (e.g. Career Explore, Career Prep, and Career Launch)  
- Integrates Work-Integrated Learning / Experiences into CCL framework |
| Expands CTE FTE | - Expands CTE funding to 1.2 FTE, allowing for after school and summer Career Launch programs |