Updated: March 2022

Overview and updates
Welcome!

What is Career Connect Washington?
Business, labor, education, and community leaders who are creating work-based and academic programs for young people to explore, learn, and earn money or college level credit.

Over the next five years, our state will have 750,000 new career opportunities that keep us on the leading edge of global innovation and influence. We have the talent right here at home to fill those opportunities.

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.
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

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

Percent of Washington jobs requiring a postsecondary credential: 70%

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

Education
(K-12 and Postsecondary)

Employment
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
To reach our vision and ambition, we need a comprehensive system that follows a set of core principles.

**SYSTEM DESIGN PRINCIPLES…**

**…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**
CCW’s Vision is to ensure equitable CCL access and outcomes for Washington students

<table>
<thead>
<tr>
<th></th>
<th>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.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>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.</td>
</tr>
<tr>
<td></td>
<td>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.</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
Detail: 5-part strategy to advance equity in career connected learning

**Data**
Identify system, resource, and outcome gaps by region, measure progress and outcomes against equity goals, and provide transparent and timely updates to stakeholders.

**Technology**
Connect students and families to existing programs and wraparound supports via in-development CCW program directory. Advocate for internet and technological access for students.

**Student Supports**
Implement policy and legislative changes to lower barriers to participation and completion for students furthest from opportunity.

**Provide Best Practices**
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.

**System Accountability**
Measure performance of system partners including state agencies, regional networks, and intermediaries against agreed upon equity goals and outcomes.
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

*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
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](#)
CCW Scaling and Sustainability
Ambition: Enable all WA young adults to experience career connected learning

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

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

Career Explore (CE)

System Goals

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

CP, CE completion rate
- 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

12,900

Nearly 12,900 students enrolled in Career Launch programs – exceeding our first-year goal (data from July 2020 – March 2021)

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)

104

New Career Launch programs created
• Of which 33 are Registered Apprenticeships

1. Enrollment of students under 30 years old as of Q4 2020, includes active state Registered Apprenticeships and Career Launch students; Apprenticeship numbers reflect total growth, influenced by a variety of factors, including economic expansion prior to the COVID-19 pandemic; Program data current as of Q4 2020; 2. 300+ seats as a conservative estimate and only based on first-year growth
Annual enrollment growth across K12, CTCs, 4-years, and Reg. Apprenticeships to reach Career Launch goal

Number of first-year students enrolling each year to reach 60% Career Launch

- Annual 16% growth in new enrollees required from 2020 to 2037 to reach goal
- Double new enrollees again by 2028
- Peak total enrollment in 2039 (~280k students concurrently enrolled in CL programs)

Assumes not all enrolled students will complete Career Launch programs; Assumes 2-5 years for completion per student per program
Why we know we can reach the enrollment goal

Demand from students, teachers, counselors, parents and families

Demand from employers

CCW infrastructure established; track record of success at achieving rapid scale
Addition of Sector Intermediaries helps to scale existing CCL programs through engagement with employer and labor partners across sectors

Engage Industry and Understand Needs

Map Existing Pathways

Identify gaps in programs and opportunities

Advise ESD on deployment of grant funds

Strategy for industry engagement & scaling programs

Strategy Implementation

Connect new industry partners to other CCW partners

More young people can access and enroll in CCL, progress toward 60% goal
Looking ahead: CCW developing proposals now for FY23-25 session to achieve long-term sustainability and scale

<table>
<thead>
<tr>
<th>Equitable Outcomes</th>
<th>Sustainability</th>
<th>High-Quality</th>
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</thead>
<tbody>
<tr>
<td>Hold system and institutions accountable to achieve CCW racial and social justice goals</td>
<td>Ensure resources required for long-term success</td>
<td>Ensure outcomes are at least equivalent to academic-only pathways</td>
</tr>
<tr>
<td>Expand supports for students to enroll in and complete CCL programs</td>
<td>Increase agency &amp; partner ownership/accountability</td>
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<table>
<thead>
<tr>
<th>Communications</th>
<th>Employer Partnerships</th>
<th>K-12, CTC, &amp; 4-Year Partnerships</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread the word &amp; increase awareness</td>
<td>Continue building even stronger corporate champions</td>
<td>Grow Career Launch programs and enrollment in K-12, CTC, and 4-year</td>
</tr>
<tr>
<td>Ensure messaging reaches students furthest from opportunity</td>
<td>Dramatically expand employer participation in paid Career Launch training</td>
<td>Create Career Explore and Prep programs in K-12</td>
</tr>
</tbody>
</table>
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
  - Convened by Washington Roundtable
- Industry Associations
- Labor Leaders
  - Convened by Washington State Labor Council
- Regional Networks
- Equity Advisory Network
  - Convened by Washington STEM

CCW Work Group

Office of the Lieutenant Governor

Washington Office of Superintendent of PUBLIC INSTRUCTION

Washington State Board of Community and Technical Colleges

Washington State Board of Community College Presidents

Independent Colleges of Washington

Washington State Employment Security Department

Washington State Workforce Board

Washington State Council of Presidents

Washington State Department of Labor & Industries

Washington State Department of Social & Health Services

Washington State Department of Commerce

Washington State STEM

WASHINGTON STUDENT ACHIEVEMENT COUNCIL

WASHINGTON STATE BOARD OF EDUCATION

ERDC

WSDOT

Washington State Department of Children, Youth & Families

The Washington State Board of Education

Career Connect Washington
Detail: CCW Statewide Team Structure

1. Lead by Jamila Thomas, John Aultman, Maddy Thompson, and Ramona Nabors

Governor’s Office¹

CCW Executive Leader
Maud Daudon

Strategy & Project Management
- Kinetic West
- Far Field Consulting
- Kendra Reiser (CCW)
- Andrew Clemons (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 Ramona Nabors
Regional Networks and CCL Coordinators

**Network:** Angie Sievers  
angies@snohomishstem.org and Jenny Veltri  
jveltri@mwwsd.org  
**CCL Coordinator:** Sinead Plagge  
splagge@nwesd.org  
**Counties:** Island, San Juan, Skagit, Snohomish, and Whatcom

**Network:** Sue Kane  
suek@ncesd.org and Aaron Parrott  
aaronp@skillsource.org  
**CCL Coordinator:** Sue Kane  
suek@ncesd.org  
**Counties:** Chelan, Douglas, Grant, and Okanogan

**Network:** Cassidy Peterson  
cpeterson@greaterspokane.org  
**CCL Coordinator:** Jessica Dempsey  
jdempsey@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:** 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

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

**Network:** John Bonner  
john@wabsalliance.org  
**CCL Coordinator:** Walter Jackson  
wjackson@pseasd.org  
**Counties:** King and Pierce

**Network:** Lorie Thompson  
lthompson@esd113.org  
**CCL Coordinator:** Scott Culbertson  
scott.culbertson@esd112.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
## Sector Intermediaries

<table>
<thead>
<tr>
<th>Sector</th>
<th>Intermediary</th>
<th>Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced Manufacturing &amp; Aerospace</td>
<td>AWB Institute, in partnership with the Aerospace Futures Alliance</td>
<td>Thomas Gill, Program Manager, <a href="mailto:Thomasg@awbinstitute.org">Thomasg@awbinstitute.org</a></td>
</tr>
<tr>
<td>Clean Technology &amp; Energy</td>
<td>CleanTech Alliance, in partnership with the Pacific NW Center of Excellence for Clean Energy</td>
<td>Gus Williams - Workforce Manager, <a href="mailto:Gus@CleanTechAlliance.org">Gus@CleanTechAlliance.org</a></td>
</tr>
<tr>
<td>Construction</td>
<td>AGC Education Foundation</td>
<td>Sarah Patterson, Workforce Development Director, <a href="mailto:spatterson@agcwa.com">spatterson@agcwa.com</a></td>
</tr>
<tr>
<td>Finance</td>
<td>Washington Bankers Association</td>
<td>Duncan Taylor, SVP, Membership &amp; Programs: <a href="mailto:duncan@wabankers.com">duncan@wabankers.com</a></td>
</tr>
<tr>
<td>Healthcare</td>
<td>SEIU Healthcare 1199NW Multi-Employer Training and Education Fund</td>
<td>Sukanya Pani, Deputy Director, <a href="mailto:spani@healthcareerfund.org">spani@healthcareerfund.org</a></td>
</tr>
<tr>
<td>Information Technology &amp; Cybersecurity</td>
<td>Computing for All</td>
<td>Alka Manchanda, Director Program Development, <a href="mailto:alka@computingforall.org">alka@computingforall.org</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Mandira Virmani, Director Program Development, <a href="mailto:mandira@computingforall.org">mandira@computingforall.org</a></td>
</tr>
<tr>
<td>Maritime</td>
<td>NW Center of Excellence for Marine Manufacturing &amp; Technology</td>
<td>Ann Avary, Director, <a href="mailto:ann.avary@skagit.edu">ann.avary@skagit.edu</a></td>
</tr>
</tbody>
</table>
CCW Program Directory
Idea for CCW Program Directory Emerges from Student & Family Research

• Directory fills a market gap for information on career connected learning opportunities all in one place that is easy to navigate and accessible

• Directory provides information about wraparound supports to help students participate
  o Removing barriers to participation – key to providing equitable access

Our goals for the directory:

Equity – Drive toward equitable access to programs across demographics; connected to student support directory

Marketing – Build awareness among potential participants to reach enrollment goals: 60% of the class of 2030 completes a Career Launch program by age 30
CCW Program Directory: CareerConnectWA.org/Directory/
Users search programs by their interest or location

Features:

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

• Connected to a directory of student support services

• Mobile device-friendly

• 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

509-662-6614 | 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.

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

Use my Current Location
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

Search

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)
- English as a Second Language (ESL) (1)
- Resume Development (1)

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 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...
2021-2023 State Funding and 2022-2023 Supplemental Budget
FY22-23 budget adds $4M in new funds to expand CCL programs and enrollment

$3M – Increasing opportunities for career connected learning in high-demand sectors
Competitive grant funding to industry sector intermediaries to create new and scale existing programs in sectors vital to Washington’s pandemic recovery and our state’s zero net carbon future. Focus sectors include CleanTech / Energy, IT / Cybersecurity, Advanced Manufacturing / Aerospace, Healthcare, Maritime, Education, Construction, and Banking / Finance.

$1M – Growing Career Launch programs and enrollment within four-year institutions
Competitive grant funding available to public and private four-year year institutions to support student enrollment in Career Launch programs.

All proposed budget items funded via Workforce Education Investment Account
## Detail: FY22-23 CCW Budget – Core Funding

<table>
<thead>
<tr>
<th>Category</th>
<th>FY21-23 Biennial Budget¹</th>
<th>FY22-23 Supplemental Budget</th>
<th>Updated Total¹</th>
<th>Funding Details</th>
</tr>
</thead>
</table>
| Network & Program Builder Grants| 9.1                      | 3.0                         | 12.1           | • $9.1M for competitive grants for program intermediaries, regional networks and coordinators in education service districts to create and expand career-connected learning opportunities statewide (ESD)²  
• $3.0M for competitive grants to grow programs in high-demand industry sectors (ESD)² |
| Increased enrollment            | 9.0                      | 1.0                         | 10.0           | • $6.0M for CTC Career Launch enrollment (SBCTC)²  
• $2.0M for CTC high-demand program enrollment (SBCTC)²,4  
• $1.0M for K-12 Career Launch programs via CTE (OSPI)²  
• $1.0M for four-year institution Career Launch enrollment (WSAC)² |
| System infrastructure           | 0.9                      | 0.0                         | 0.9            | • $0.5M for student marketing to raise awareness of CCL programs (WSAC)²  
• $0.3M for newly-created tribal liaison position to grow CCL programs within tribal schools (OSPI)³  
• $0.1M for CCW program directory (OFM)² |
| Total WEIA Funding              | 19.0                     | 4.0                         | 23.0           | Additional $4M provided from WIOA funds to support program intermediary grants                                                                 |

¹Totals may not match due to rounding; 2. WEIA; 3. GF-S; 4. Funding can be used for Career Launch programs  
²Note: figures in black reflect the budget passed in 2021, figures in blue reflect additional funding passed by the State Legislature in March 2022
### Detail: 4-year CCW Operations Budgets

<table>
<thead>
<tr>
<th>Category</th>
<th>Item</th>
<th>FY22</th>
<th>FY23</th>
<th>BIEN 21-23</th>
<th>FY24</th>
<th>FY25</th>
<th>BIEN 23-25</th>
<th>4-year total</th>
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<tbody>
<tr>
<td><strong>Network &amp; Program Builder Grants</strong></td>
<td>Network &amp; Intermediary Grants (ESD)</td>
<td>$4,568</td>
<td>$4,568</td>
<td>$9,135</td>
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<td>$4,568</td>
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<td>Sector Intermediary Grants (ESD)</td>
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<td><strong>Enrollment</strong></td>
<td>K12 CL Enrollment-CTE FTE (OSPI)</td>
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<td>CTC CL Enrollment (SBCTC)</td>
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<td>CTC CL High Demand Enrollment (SBCTC)</td>
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<td></td>
<td>4-year CL Enrollment (WSAC)</td>
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<td><strong>System Infrastructure</strong></td>
<td>Marketing (WSAC)</td>
<td>$250</td>
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<td>Tribal Liaison (OSPI)</td>
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<td>CCL Implementation (OFM)</td>
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<td><strong>TOTAL</strong></td>
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Note: figures in black reflect the budget passed in 2021, figures in blue reflect additional funding passed by the State Legislature in March 2022.