Overview and updates

Updated: July 2022
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 fulfillment 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 through 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% Percent of Washington students gaining a credential or degree beyond high school

70% Percent 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

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

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.
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

<table>
<thead>
<tr>
<th><strong>Data</strong></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><strong>Technology</strong></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><strong>Student Supports</strong></td>
<td>Implement policy and legislative changes to lower barriers to participation and completion for students furthest from opportunity.</td>
</tr>
<tr>
<td><strong>Provide Best Practices</strong></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><strong>System Accountability</strong></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>
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)

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

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

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

### System Goals

- **Career Launch (CL)**
  - 60% of the Class of 2030 enrolls in a CL program before age 30 and completes

- **Career Prep (CP)**
  - 100% 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

- **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**
Progress to Date

14,152 Over 14,000 students enrolled in Career Launch programs (data from July 2020 – March 2021)

2,499 Career Launch completions (data from July 2019 – June 2021)

115 New Career Launch programs created
  • Of which 31 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.
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% enrollment in Career Launch before age 30

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
CCW Network of Partners

Employment
- Government
- Industry
- Employers
- Labor

Education
- K-12
- CCL Coordinators
- Higher education
  (incl. CTC, 4-Year)
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
- Strategy for industry engagement & scaling programs
- Advise ESD on deployment of grant funds
- 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

**Equitable Outcomes**
- Hold system and institutions accountable to achieve CCW racial and social justice goals
- Expand supports for students to enroll in and complete CCL programs

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

**High-Quality**
- Ensure outcomes are at least equivalent to academic-only pathways

**Communications**
- Spread the word & increase awareness
- Ensure messaging reaches students furthest from opportunity

**Employer Partnerships**
- Continue building even stronger corporate champions
- Dramatically expand employer participation in paid Career Launch training

**K-12, CTC, & 4-Year Partnerships**
- Grow Career Launch programs and enrollment in K-12, CTC, and 4-year
- Create Career Explore and Prep programs in K-12
How CCW is organized
CCW Coalition (continued): CCW Statewide Advisory Agency, Industry, and Equity Partners

Governor’s Office

Legislative Leadership

CCW Statewide Team
(Detailed on next slide)

Business & Philanthropy Leaders
Convened by Washington Roundtable

Labor Leaders
Convened by WA State Labor Council

Equity Advisory Network
Convened by Washington STEM

Student Advisory Network

CCW Cross-Agency Work Group

Office of the Lieutenant Governor

Washington Office of Superintendent of Public Instruction

Community and Technical Colleges Washington State Board

Council of Presidents

Independent Colleges of Washington

Workforce Board

Washington State Department of Labor & Industries

Employment Security Department

Washington State Board of Education

Washington State Department of Children, Youth & Families

Washington State Department of Social & Health Services

Washington State Department of Commerce

Washington STEM Student Advisory Network

Equity Advisory Network

Business & Philanthropy Leaders

Labor Leaders

Student Advisory Network

Convened by

Convened by

Convened by
CCW Coalition (continued): CCW Statewide Advisory Team Structure

Governor’s Office

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

Regional Network and Program Builder Support
Washington STEM

Sector Intermediaries
Kinetic West

Data & Learning and Equity
Washington STEM

Policy & Technical Support
New America
JFF

Legislative Affairs
Jim Justin

1. Lead by Jamila Thomas, John Aultman, Maddy Thompson, and Ramona Nabors
Regional Networks and CCL Coordinators

**Network:** Jenny Veltre
jveltri@nwesd.org and Alyssa Jackson
alyssaj@snohomishstem.org

**CCL Coordinator:** Sinead Plagge
splagge@nwesd.org

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

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**Network:** Sue Kane
suek@ncessd.org and Aaron Parrott
aaronp@skillsource.org

**CCL Coordinator:** Sue Kane
suek@ncessd.org

**Counties:** Chelan, Douglas, Grant, and Okanogan

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**Network:** Cassidy Peterson
cpeterson@greaterspokane.org

**CCL Coordinator:** Jessica Dempsey
jdempsey@esd101.net

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

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**Network:** Debra Bowen
deb@STEMlearning.org

**CCL Coordinator:** James Kindle
jkindle@esd123.org

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

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**Network:** Vickei Hrdina
vickei.hrdina@esd112.org

**CCL Coordinator:** Chad Mullen
chad.mullen@esd112.org

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

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**Network:** Kareen Borders
kareen.borders@skschools.org

**CCL Coordinator:** Kimberly Hetrick
khetrick@oesd114.org

**Counties:** Clallam, Jefferson, Kitsap, and Mason

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**Network:** John Bonner
john@wabsalliance.org

**CCL Coordinator:** Walter Jackson
wjackson@psesd.org

**Counties:** King and Pierce

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**Network:** Lorie Thompson
lorie.thompson@esd113.org

**CCL Coordinator:** Cecily Kiester
ckiester@esd113.org

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

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**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

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**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
## 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><strong>AWB Institute</strong>, 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><strong>CleanTech Alliance</strong>, 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><strong>AGC Education Foundation</strong></td>
<td>Sarah Patterson, Workforce Development Director, <a href="mailto:spatterson@agcwa.com">spatterson@agcwa.com</a></td>
</tr>
<tr>
<td>Finance</td>
<td><strong>Washington Bankers Association</strong></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><strong>SEIU Healthcare 1199NW Multi-Employer Training and Education Fund</strong></td>
<td>Leigh Christopherson, Healthcare Intermediary Project Director, <a href="mailto:lchristopherson@healthcareerfund.org">lchristopherson@healthcareerfund.org</a></td>
</tr>
<tr>
<td>Information Technology &amp; Cybersecurity</td>
<td><strong>Computing for All</strong></td>
<td>Alka Manchanda, Director Program Development, <a href="mailto:alka@computingforall.org">alka@computingforall.org</a> Mandira Virmani, Director Program Development, <a href="mailto:mandira@computingforall.org">mandira@computingforall.org</a></td>
</tr>
<tr>
<td>Maritime</td>
<td><strong>NW Center of Excellence for Marine Manufacturing &amp; Technology</strong></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:

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

2. Marketing – Build awareness among potential participants to reach enrollment goals: 60% of the Class of 2030 enrolls in a Career Launch (CL) program before age 30 and completes the program.
CCW Program Directory: CareerConnectWA.org/Directory/
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
- 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

Wage: $13.50 an hour
Program: 250 worksite hours, 1160 class hours
Start Date: September 1, 2020
End Date: September 1, 2023

Program Information
Minimum Requirements
High School Diploma or Equivalent
Tags
Accessible by Public Transportation
Financial Aid Available
Other Requirements
Must have a valid driver's license

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.
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

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 Christmas...

Services

- Help find work, support network, alternative education, English as a second language (ESL), skills & training, computer class
- Serving refugees, teens, young adults, adults, seniors, in jail

Services

- Food pantry, clothing, supplies for school, toys & gifts, counseling, more education, skills & training
- Serving anyone in need, teens, young adults, adults, seniors
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 Budget&lt;sup&gt;1&lt;/sup&gt;</th>
<th>FY22-23 Supplemental Budget</th>
<th>Updated Total&lt;sup&gt;1&lt;/sup&gt;</th>
<th>Funding Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Network &amp; Program Builder Grants</td>
<td>9.1</td>
<td>3.0</td>
<td>12.1</td>
<td>• $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)&lt;sup&gt;2&lt;/sup&gt;</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• $3.0M for competitive grants to grow programs in high-demand industry sectors (ESD)&lt;sup&gt;2&lt;/sup&gt;</td>
</tr>
<tr>
<td>Increased enrollment</td>
<td>9.0</td>
<td>1.0</td>
<td>10.0</td>
<td>• $6.0M for CTC Career Launch enrollment (SBCTC)&lt;sup&gt;2&lt;/sup&gt;</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• $2.0M for CTC high-demand program enrollment (SBCTC)&lt;sup&gt;2,4&lt;/sup&gt;</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• $1.0M for K-12 Career Launch programs via CTE (OSPI)&lt;sup&gt;2&lt;/sup&gt;</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• $1.0M for four-year institution Career Launch enrollment (WSAC)&lt;sup&gt;2&lt;/sup&gt;</td>
</tr>
<tr>
<td>System infrastructure</td>
<td>0.9</td>
<td>0.0</td>
<td>0.9</td>
<td>• $0.5M for student marketing to raise awareness of CCL programs (WSAC)&lt;sup&gt;2&lt;/sup&gt;</td>
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<td></td>
<td></td>
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<td>• $0.3M for newly-created tribal liaison position to grow CCL programs within tribal schools (OSPI)&lt;sup&gt;3&lt;/sup&gt;</td>
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<tr>
<td></td>
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<td></td>
<td>• $0.1M for CCW program directory (OFM)&lt;sup&gt;2&lt;/sup&gt;</td>
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<tr>
<td>Total WEIA Funding</td>
<td>19.0</td>
<td>4.0</td>
<td>23.0</td>
<td>Additional $4M provided from WIOA funds to support program intermediary grants</td>
</tr>
</tbody>
</table>

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1. Totals may not match due to rounding; 2. WEIA; 3. GF-S; 4. Funding can be used for Career Launch programs
2. Note: 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>Network &amp; Program Builder Grants</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>Sector Intermediary Grants (ESD)</td>
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<td>Enrollment</td>
<td>K12 CL Enrollment-CTE FTE (OSPI)</td>
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<td>$480</td>
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<td>CTC CL Enrollment (SBCTC)</td>
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<td>CTC CL High Demand Enrollment (SBCTC)</td>
<td>$1,000</td>
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<td>$4,000</td>
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<tr>
<td></td>
<td>4-year CL Enrollment (WSAC)</td>
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<td>$1,000</td>
<td>$1,000</td>
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<td>$1,000</td>
<td>$2,000</td>
<td>$3,000</td>
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<tr>
<td>System Infrastructure</td>
<td>Marketing (WSAC)</td>
<td>$250</td>
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<td>Tribal Liaison (OSPI)</td>
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<td>$600</td>
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<td></td>
<td>CCL Implementation (OFM)</td>
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<td><strong>TOTAL</strong></td>
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<td><strong>$26,995</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.