

**Career Connect Washington:
Strategic Plan**

October 25, 2018

**CAREER
CONNECT
WASHINGTON**

The Problem: Students lack sufficient pathways to great careers

What people think^{1,2}...



believe that an **education beyond high school is necessary** today



believe **schools alone do not do enough to prepare students** for the real world

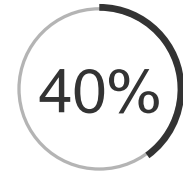


believe **Career Connected Learning programs** should be expanded

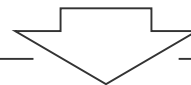
...and they're right



New jobs to be created by 2021 in Washington – most **needing a credential beyond high school**



Total of Washington students **gaining a credential or degree beyond high school**



...students and parents want more pathways

*"I like the idea of giving young people an opportunity to get their hands dirty. **You can only learn so much in a classroom.**"*

*"I'm not the kind of person who can sit down and study a textbook and memorize its contents. **I learn better when I have problems in front of me to get done.**"*

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

Finding a Solution: Plan was built with a lot of help and input

Education

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

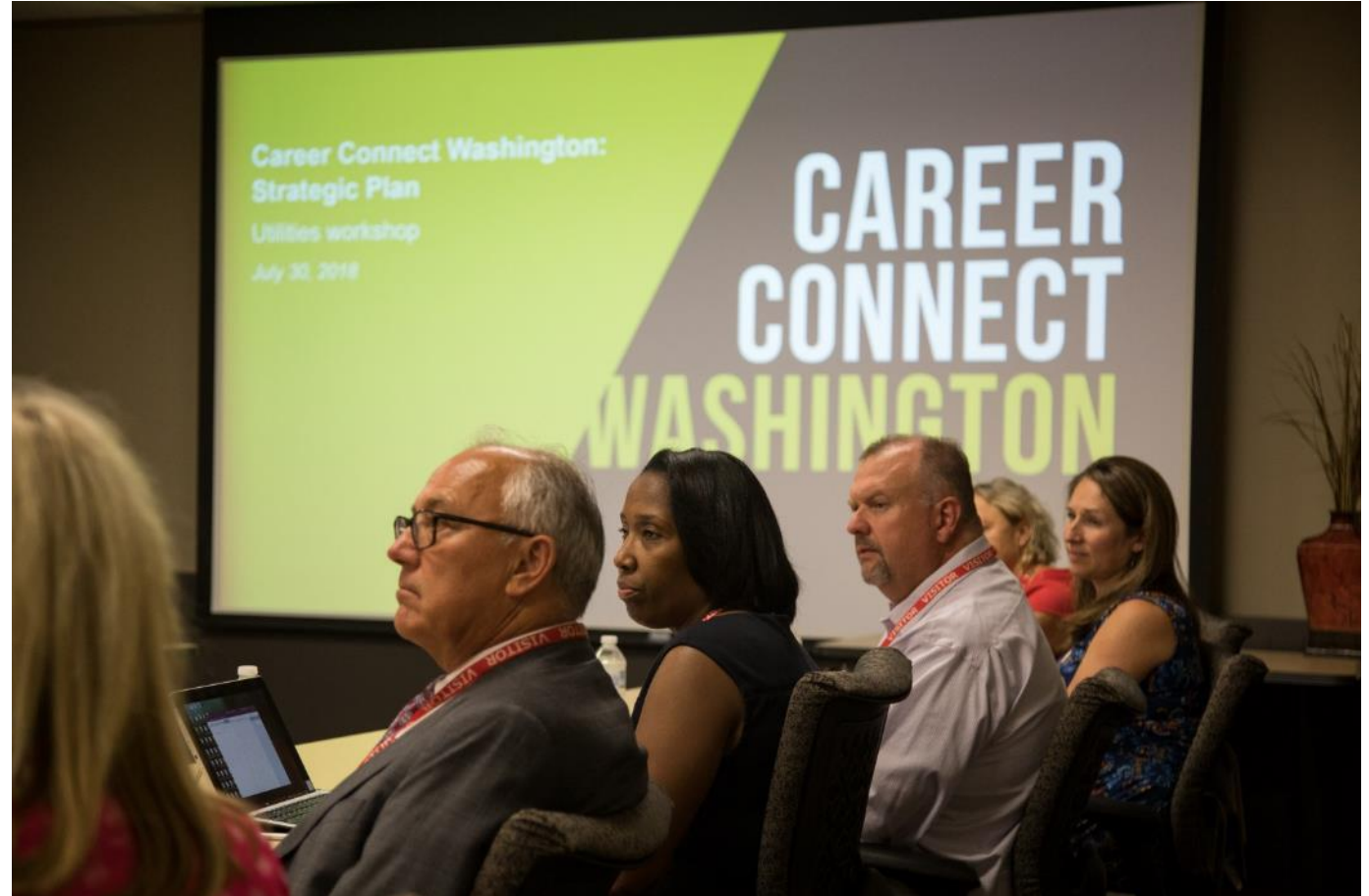
Business & Industry Leaders

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



Consequences for students

- One dominant way to learn; few “hands-on” opportunities
- 70% of WA jobs require a credential post high school, but only 40% of WA students achieve this
- High youth unemployment (14%), worse among underserved groups

Consequences for employers

- Employers not finding talent that meets their needs (jobs going unfilled)
- Employers forced to hire many from out of state (costing them time and money)
- Employers have trouble finding diverse candidates

The Solution: Career Connect Learning is a braided pathway that connects students to the career opportunities around them, starting early in their schooling



Employment



Education

(K-12 and Postsecondary)



Benefits for students

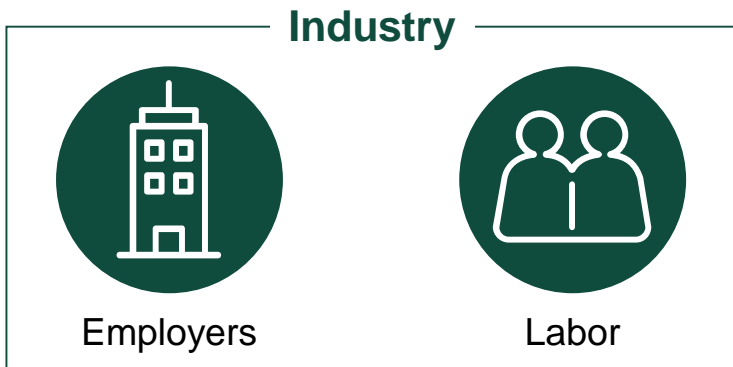
- Applied, hands-on, learning opportunity
- Provides real life, paid, work experience
- Earn post-high school credit and credentials
- Supports equitable access jobs for all students

Benefits for employers

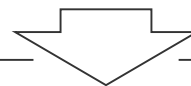
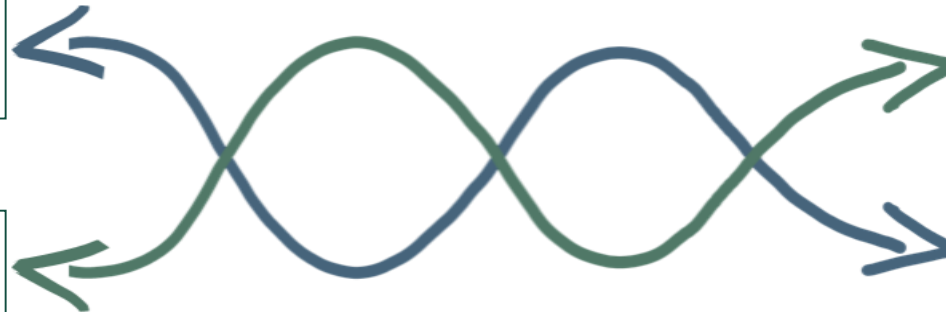
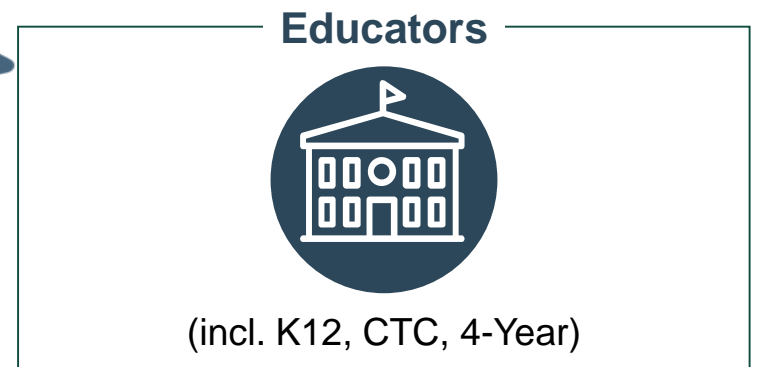
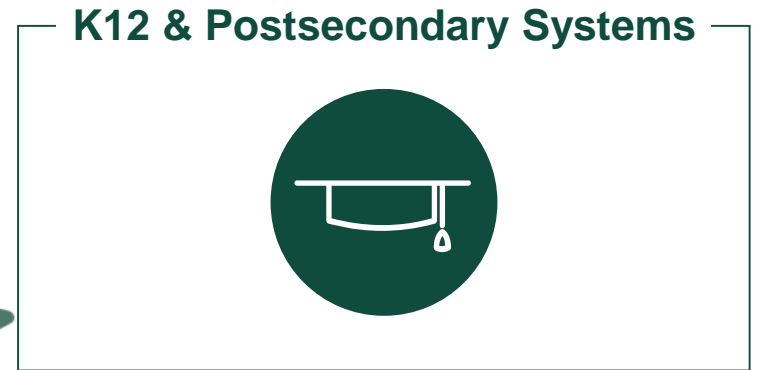
- Develops robust talent pipeline
- Reduces hiring costs
- Increases retention through strong student connections
- Adds diversity to candidate pool

The Solution: Connected pathways require a connected system

Employment

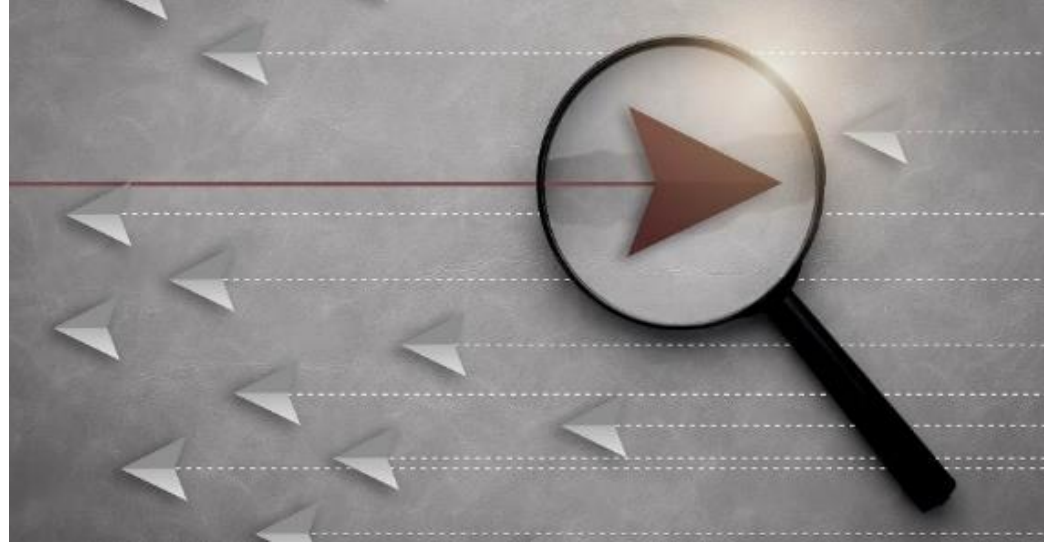


Education



CCW can provide the connective tissue to grow CCL programs statewide

Vision for career connected learning in Washington

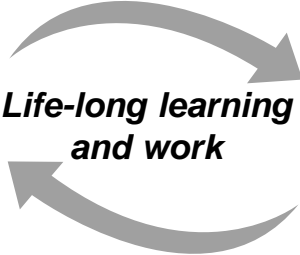


Every young adult in Washington will have **multiple pathways toward economic self-sufficiency and fulfillment**, strengthened by a **comprehensive state-wide system for career connected learning**

Each type of CCL continuum is essential to launching students into their careers and ongoing education

What are the offerings that bring these experiences to life?

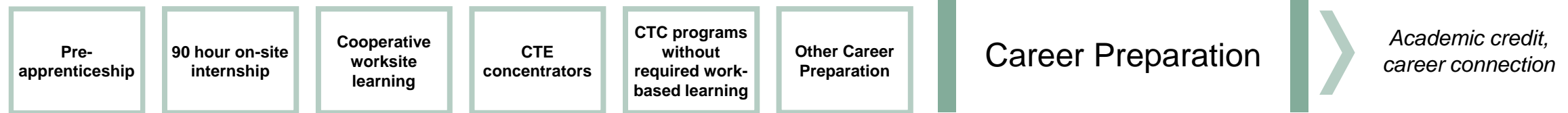
Life-long learning and work



Destination



Comprehensive Internship



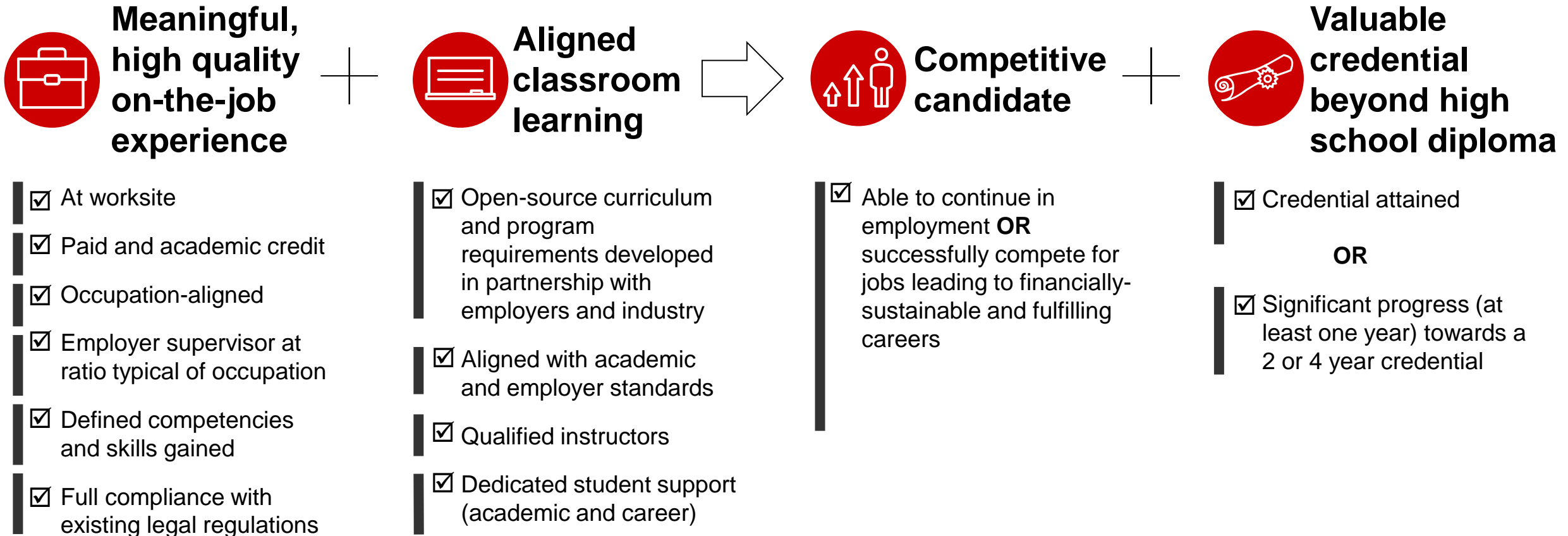
- Career fairs
- Worksite tours
- Career Presentations
- Work based problem solving
- Job shadowing / preparation events
- Networking events

Career Awareness & Exploration

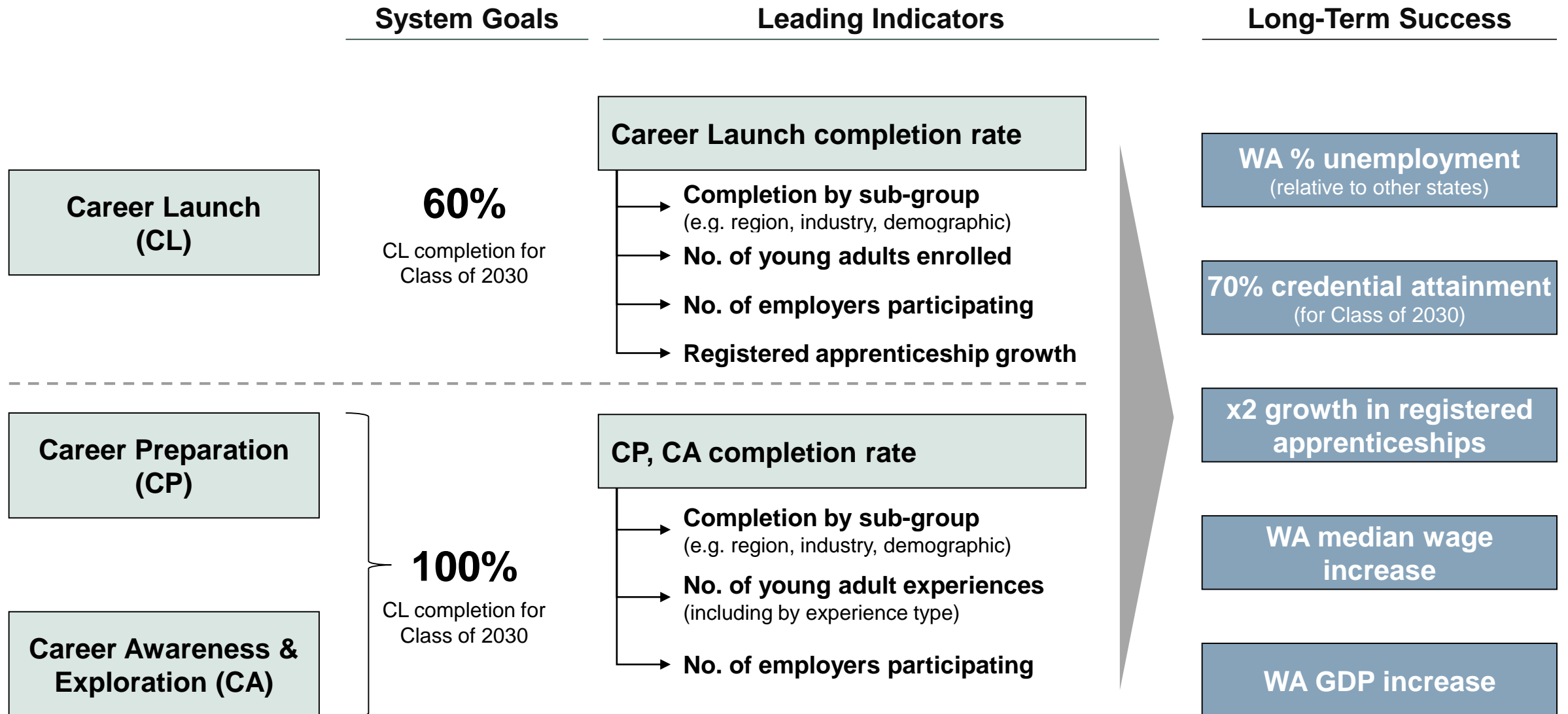
Early exposure to careers and career options

Career Launch can come in many forms, but satisfies these criteria

Career Launch Programs: Positioning young adults for promising careers



Ambition: Enable all WA young adults to experience career connected learning

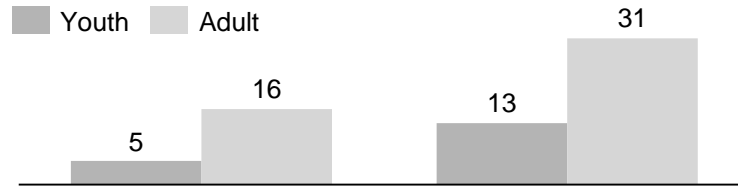


CCW pilots launched in 2018 point to success

CCW pilot details:

- Goals:
 - Create CCL opportunities for **15,000 WA youth**
 - Of which, **1,500 comprehensive employer internships** or **youth reg. apprenticeships**
- Pilot funding from 2014 WIOA

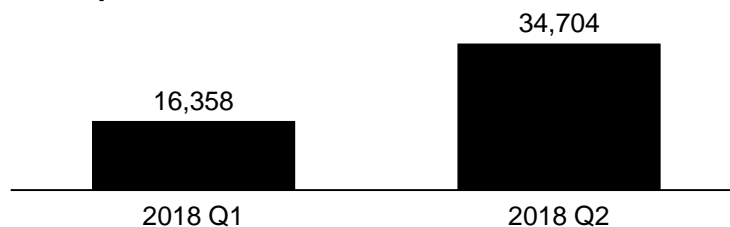
Registered Apprenticeships



Comprehensive Internships



CCL Experiences



Sample CCW pilot programs (non-exhaustive)**

North & South Central Career Connect



Central Washington partnerships

- Expanded advanced manufacturing Reg. Youth Apprenticeship to include Magic Metals in partnership with West Valley High (Yakima)
- Wenatchee SD partnership to develop standards for Computer Technology Reg. Youth Apprenticeship

Career Connect Northwest



New maritime and construction industry programs

- New standards developed for Marine Quality Assurance Tester Reg. Apprenticeship w/ Nichols Brothers
- 365 students in hands-on apprenticeship / vocational exploration activities

Career Connect Southwest



Opportunity Youth Job Fair

- 50+ national companies
- 1,200 youth in attendance
- 209 interviews and 103 job offers

Seattle King Career Connect



Expansion, founding of new King County CCL programs

- AJAC – Renton SD partnership for product tech Reg. Youth Apprenticeship
- FareStart partnership to create new Reg. Apprenticeship standards for Sous Chef and Café Manager occupations

This is not a “one size fits all” approach: Regional networks are the key

Key roles

Develop regional plans to grow CCL that fit the unique needs of the region

Serve as CCL navigators for region (to industry, educators, counselors)

Work with educators and industry to develop and scale programs

Consolidate regional data and report key learnings to state-level

Convene regional players including employers, labor, education, workforce council, intermediaries, relevant non-profit organizations



Support

Policy proposal will include requests for regional resources and support

- Fund network director
- Fund career navigators
- Support for equipment costs (CTE, CTC)
- Support for Centers of Excellence

Leadership

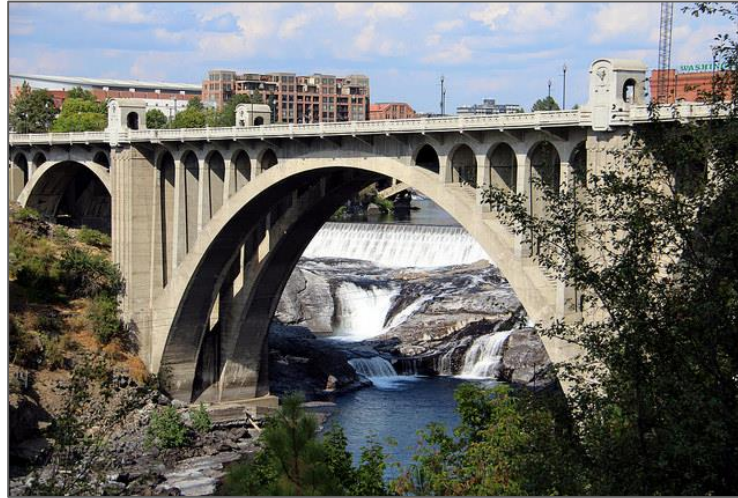
Regional network leads can take many forms including:

- Regional Workforce Boards
- Local STEM networks
- Chambers of Commerce
- Educational Service Districts
- Economic Development Councils

Approach: Program intermediaries will bridge connections between industry and educators and help create and scale programs

Key roles

- Convene industry and educators to define CCL opportunities and align on needs
- Facilitate creation of curriculum to meet industry and educator requirements
- Generate demand with young adults and families



Support

CCW policy proposal will include financial support for program intermediaries

- Design grants to develop curriculum to create high quality new and scale existing CCL programs

Many can play this role

Program intermediaries can take many forms including:

- Industry associations
- Joint Labor Management Councils
- Centers of Excellence
- Chambers of Commerce
- STEM organizations
- Non-profit organizations
- Others

Strategies to grow access to high-quality Career Connected Learning



Activate Industry

1

Ensuring industry is central to, has resources to support, and is co-investor in a high-quality Career Launch programs



Ensure High-Quality

2

Rigorous standards for Career Launch and an Educator and Industry-validated endorsement process



Provide Equitable Access

3

Reducing barriers to ensure all students have access to high-quality Career Connected Learning



Spread the Word

4

Communicate the vision to legislators and influencers, then connect with students, parents, and educators



Scale and connect the system

5

System changes needed to grow Career Launch and expand student access to Career Connected Learning (including regional and intermediary supports)

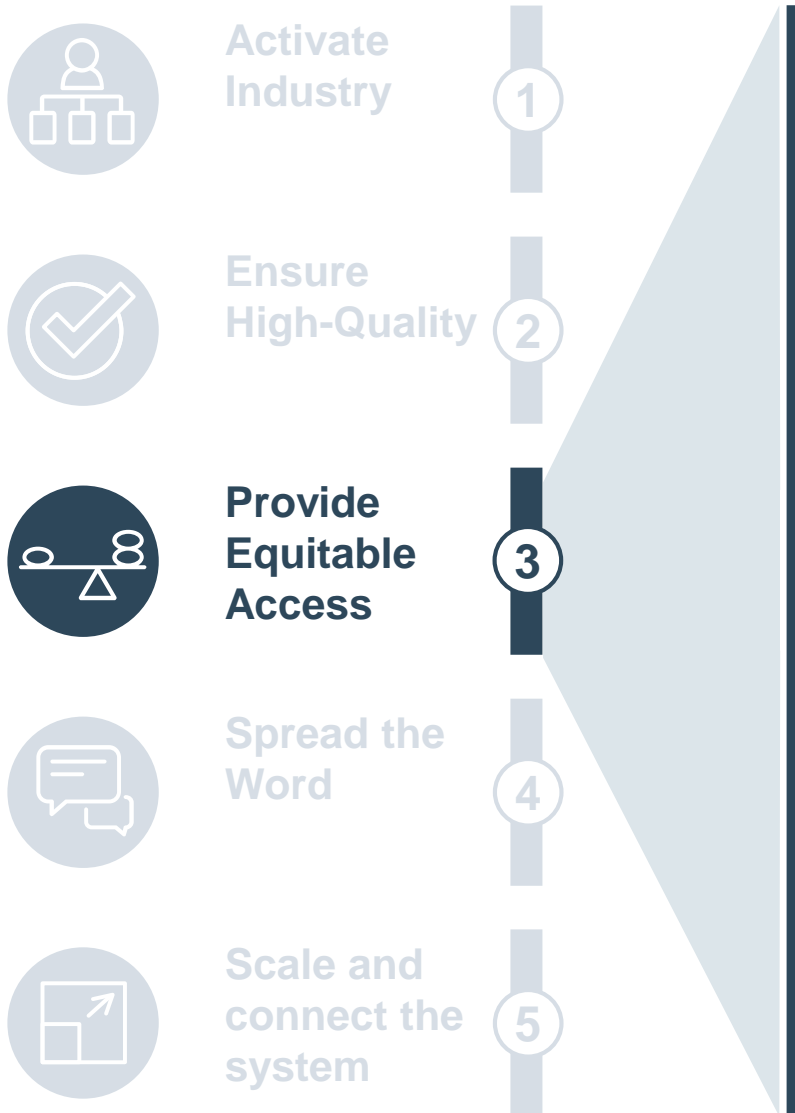


Industry: several CCL programs in-development or ready to scale across multiple high growth industries

Industry	Innovative programs to scale	Innovative programs in development
	 <p>WACMAC Medical Assistant Reg. Apprenticeship (Career Launch)</p>	 <p>Healthcare Consortium / SEIU training fund reg. apprenticeships</p>
	 <p>Apprenti (Career Launch)</p>	 <p>Tech Academy (P-TECH or similar)</p>
	 <p>SEH IWL Internship (Career Preparation)</p>	 <p>SEH Advanced Manufacturing Career Launch</p>
	 <p>Energy Pathways (Avista) (Career Preparation)</p>	<p>Regional partnership for recruiting and training apprentices</p>
	<p><i>In decision making; ideas for all 3 types of CCL</i></p>	 <p>AGC Biologics Career Launch</p>
	<p>Pre-Apprenticeship Afterschool Programs (modeled after Heavy Highway program) (Career Preparation)</p>	 <p>Youth & Associate Controls Reg. Apprenticeships (MacDonald-Miller) (Career Launch)</p>
	<p><i>Workshop Upcoming</i></p>	<p><i>Workshop Upcoming</i></p>
	 <p>4H and FFA (Career Awareness and Exploration)</p>	<p>Joint communications and pipeline development effort</p>
	 <p>CorePlus Marketing (Career Preparation)</p>	<p>Aircraft Maintenance Technician Career Launch program</p>
	<p><i>Details forthcoming</i></p>	<p><i>Details forthcoming</i></p>

Data analyst (Career Launch)

Equity: Career Connected Learning can be a powerful vehicle to create opportunity for underserved young adults



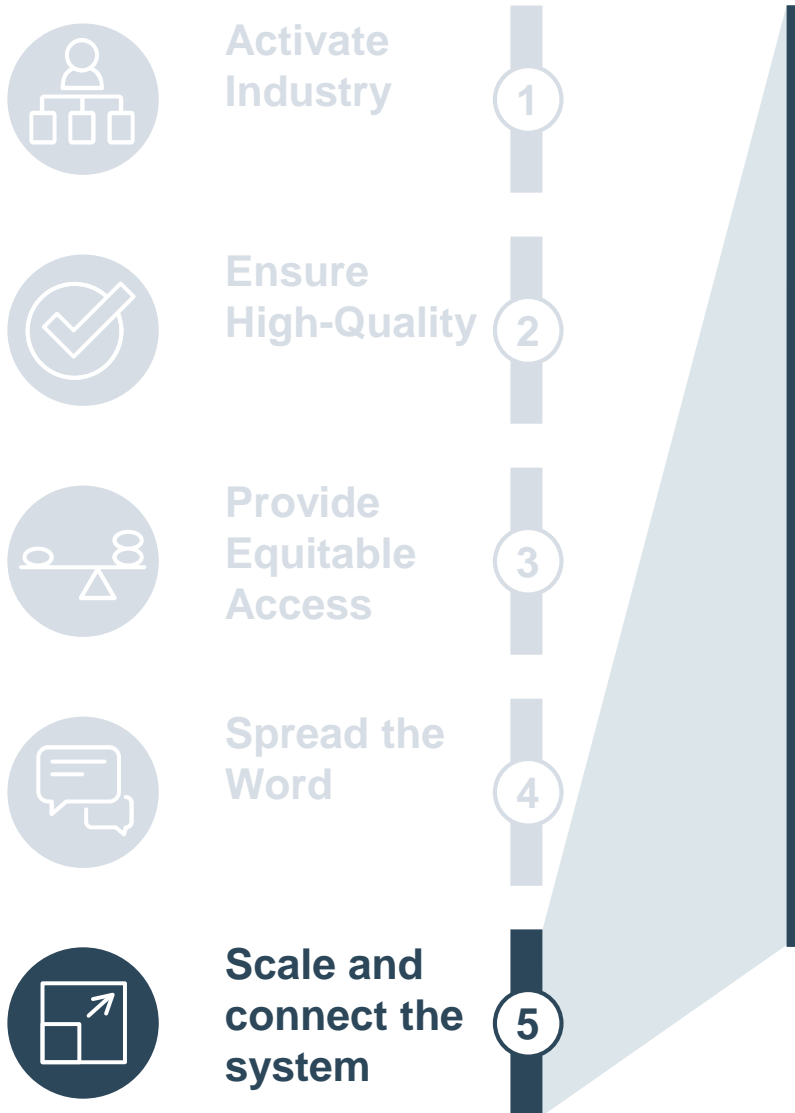
Context

- **Historical Perception:** Career-focused Ed often used to “track” students perceived as not fit for higher education
- **New Challenge:** As programs have been “rebooted”, many states struggle with ensuring that traditionally underserved students have access to high-quality programs

CCW Approach

- **Supports:** Ensure students/communities have resources they need to participate in CCL (e.g. transportation support, fee waivers, rural broadband, reasonable accommodations, tutoring/counseling)
- **Data:** CCW “gap analysis” of existing programs to support equitable access to CCL (immediate next step) and create student-facing director; disaggregate outcome data
- **Grant Process:** Criteria for program intermediaries and regions will include plans and demonstrated history of promoting equitable access to CCL

Policy: In 2019, focus in Olympia will center around five priorities

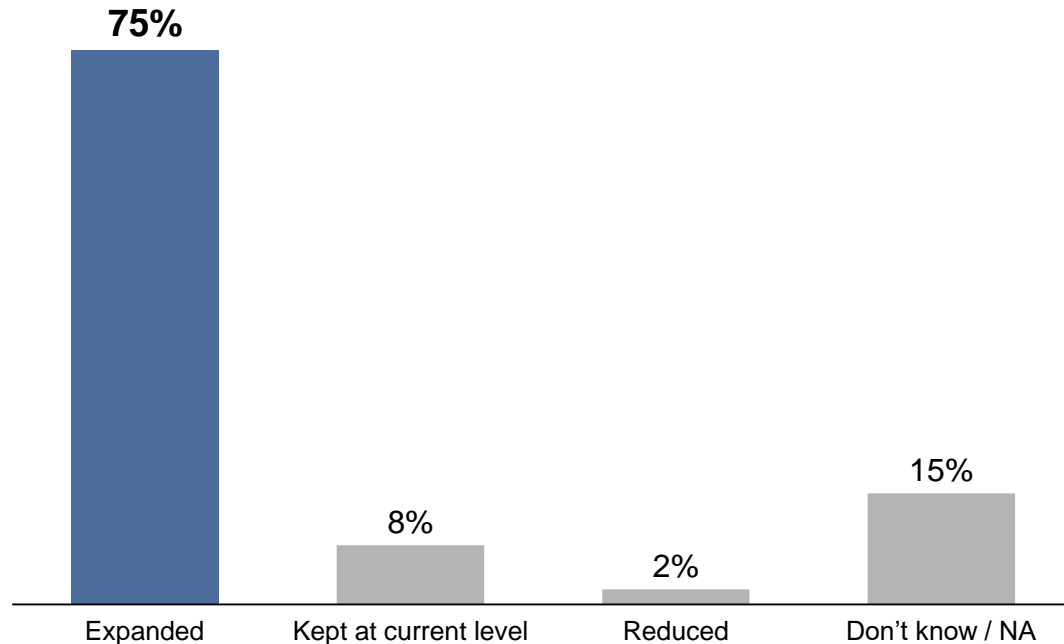


- **Program Development and Transfer:** Supporting program development through strengthening regional network leadership and intermediaries who can bring educators and industry together
- **Increased Resources for Career Launch Student Enrollment:** Fund student enrollment in K-12 and CTC system for Career Launch
- **Dual Credit Improvements:** Improve high school-based dual credit system (e.g. CTE Dual Credit) to promote simplicity, state-wide articulation, equity, and sustainability
- **Tracking Progress:** Robust data system to ensure that there is proportionate student participation across all the programs available, as well as to understand the impact of these programs on student outcomes
- **State-Level Leadership and Accountability:** Resources to support CCW implementation including seconded agency staff

Join WA students & families to support expanded Career Connected Learning opportunities and realize a new vision for our state

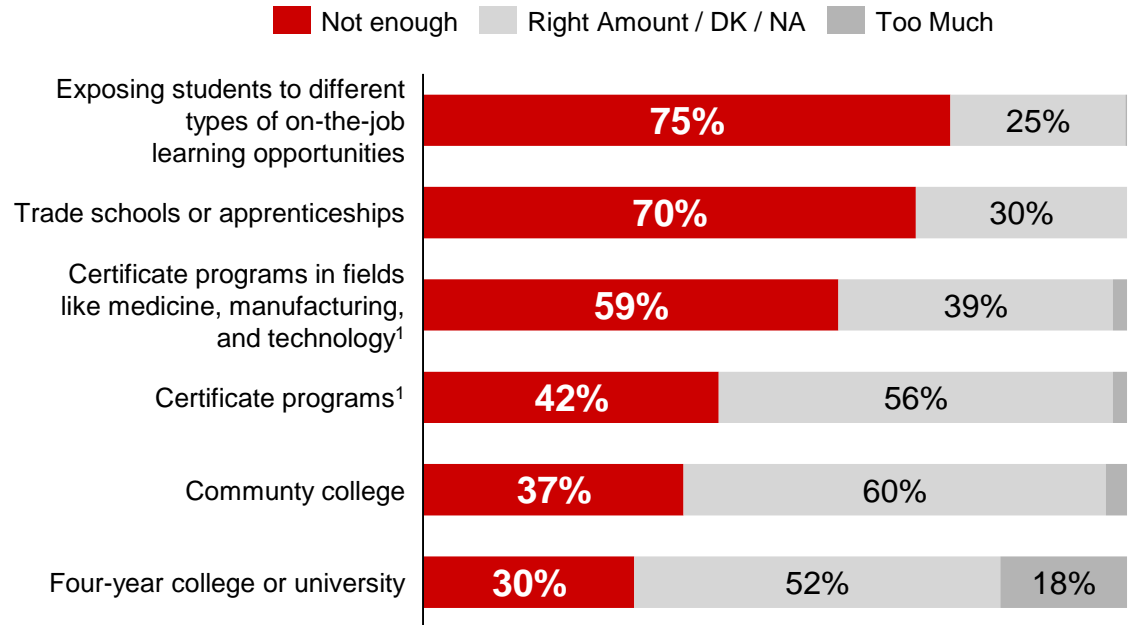
Voters say CCL programs should be expanded...

Do you think Career Connected Learning programs in Washington should be expanded, kept at their current level, or reduced?



...with strong majorities saying not enough being done today

I am going to read you a list of types of educational experiences students can have after high school. I'd like you to tell me whether too much is being done, not enough is being done, or the right amount is being done to make these opportunities available in Washington state.



Detailed polling data posted separately

Voter attitudes shared across political parties², regions, genders, income-levels, and demographics