Context: Career Connect Washington System Design

In May 2017, Governor Inslee created exploratory task force (composed of leaders from business, labor, government, nonprofits, and education). The taskforce:

- Concluded that while WA has many excellent career connected learning programs, it lacked systemic supports to achieve the scale needed to have a transformative impact
- Recommended an inclusive planning process to develop a strategic plan including policy recommendations to overcome the barriers to scale and expansion with quality
- The task force work built off NGA work-based learning policy academy and 11 regional pilots (launched in May 2017)

In February 2018, the Career Connect Washington team was given this scope for developing the strategic plan:

- Young adults up to age 29
- Build off of career connected learning opportunities in K-12, postsecondary (2 and 4-year)
- Support growth of Registered Apprenticeships

CCW plan was built with input from students, parents and many other key stakeholders

Plan was completed in October 2018

Policy legislation and associated budge were passed by Washington State legislature in April 2019
The Problem: Students lack sufficient pathways to great careers

What people think¹,²…

- 87% believe that an education beyond high school is necessary today
- 82% believe schools alone do not do enough to prepare students for the real world
- 75% believe Career Connected Learning programs should be expanded

...and they’re right

- 740K New jobs to be created by 2021 in Washington – most needing a credential beyond high school
- 40% 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

1. FM3 Research, survey of 602 likely November 2020 voters; 2. FM3 Research, Survey of 835 registered voters, 9/26-10/4/18
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)

**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

**Employment**

**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.

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

Education (K-12 and Postsecondary)

Employment
The Solution: Connected pathways require a connected system

CCW can provide the connective tissue to grow CCL programs statewide
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.
Career connected learning continuum provides common language and definitions across system

**Definition**

- **Career Launch**
  - Work-based programs with aligned classroom learning that culminate in a postsecondary credential*, producing a competitive candidate for meaningful employment

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

- **Career Awareness & Exploration**
  - Early exposure opportunities to careers and career options (e.g. career fairs, worksite tours)

*Postsecondary credential means certificate, or at least one year towards an associates or bachelor's degree
Career Launch can come in many forms, but satisfies these criteria

### 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**
  - Open-source 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
  - OR
  - Significant progress (at least one year) towards a 2 or 4 year credential
**Ambition:** Enable all WA young adults to experience career connected learning

<table>
<thead>
<tr>
<th>System Goals</th>
<th>Leading Indicators</th>
<th>Long-Term Success</th>
</tr>
</thead>
<tbody>
<tr>
<td>Career Launch (CL)</td>
<td>Career Launch completion rate</td>
<td>WA % unemployment (relative to other states)</td>
</tr>
<tr>
<td>60%</td>
<td>Completion by sub-group (e.g. region, industry, demographic)</td>
<td>70% credential attainment (for Class of 2030)</td>
</tr>
<tr>
<td>CL completion for Class of 2030</td>
<td>No. of young adults enrolled</td>
<td>x2 growth in registered apprenticeships</td>
</tr>
<tr>
<td></td>
<td>No. of employers participating</td>
<td>WA median wage increase</td>
</tr>
<tr>
<td></td>
<td>Registered apprenticeship growth</td>
<td>WA GDP increase</td>
</tr>
<tr>
<td>Career Preparation (CP)</td>
<td>CP, CA completion rate</td>
<td></td>
</tr>
<tr>
<td>100%</td>
<td>Completion by sub-group (e.g. region, industry, demographic)</td>
<td></td>
</tr>
<tr>
<td>CL completion for Class of 2030</td>
<td>No. of young adult experiences (including by experience type)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>No. of employers participating</td>
<td></td>
</tr>
</tbody>
</table>
**Approach:** Career Connect Washington will build a system from many strong but disconnected programs.
Regional networks and program intermediaries provide the necessary connections.

- **Employment**
  - Government
  - Industry
    - Employers
    - Labor

- **Education**
  - K-12
  - Higher education
    - (incl. CTC, 4-Year)
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

### 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

### 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
## Strategies to grow access to high-quality Career Connected Learning

<table>
<thead>
<tr>
<th>Strategies</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Activate Industry</strong></td>
<td>Ensuring industry is central to, has resources to support, and is co-investor in a high-quality Career Launch programs</td>
</tr>
<tr>
<td><strong>Ensure High-Quality</strong></td>
<td>Rigorous standards for Career Launch and an Educator and Industry-validated endorsement process</td>
</tr>
<tr>
<td><strong>Provide Equitable Access</strong></td>
<td>Reducing barriers to ensure all students have access to high-quality Career Connected Learning</td>
</tr>
<tr>
<td><strong>Spread the Word</strong></td>
<td>Communicate the vision to legislators and influencers, then connect with students, parents, and educators</td>
</tr>
<tr>
<td><strong>Scale and connect the system</strong></td>
<td>System changes needed to grow Career Launch and expand student access to Career Connected Learning (including regional and intermediary supports)</td>
</tr>
</tbody>
</table>
**Industry:** several CCL programs in-development or ready to scale across multiple high growth industries

<table>
<thead>
<tr>
<th>Industry</th>
<th>Innovative programs to scale</th>
<th>Innovative programs in development</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare</td>
<td>WACMAC Medical Assistant Reg. Apprenticeship (Career Launch)</td>
<td>Healthcare Consortium / SEIU training fund reg. apprenticeships</td>
</tr>
<tr>
<td>IT</td>
<td>Apprenti (Career Launch)</td>
<td>Tech Academy (P-TECH or similar)</td>
</tr>
<tr>
<td>Advanced</td>
<td>SEH IWL Internship (Career Preparation)</td>
<td>SEH Advanced Manufacturing Career Launch</td>
</tr>
<tr>
<td>Manufacturing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Life Sciences</td>
<td>In decision making; ideas for all 3 types of CCL</td>
<td>AGC Biologics Career Launch</td>
</tr>
<tr>
<td>Construction</td>
<td>Pre-Apprenticeship Afterschool Programs (modeled after Heavy Highway program) (Career Preparation)</td>
<td>Youth &amp; Associate Controls Reg. Apprenticeships (MacDonald-Miller) (Career Launch)</td>
</tr>
<tr>
<td>Maritime</td>
<td>Workshop Upcoming</td>
<td>Workshop Upcoming</td>
</tr>
<tr>
<td>Agriculture</td>
<td>4H and FFA (Career Awareness and Exploration)</td>
<td>Joint communications and pipeline development effort</td>
</tr>
<tr>
<td>Aerospace</td>
<td>CorePlus Marketing (Career Preparation)</td>
<td>Aircraft Maintenance Technician Career Launch program</td>
</tr>
<tr>
<td>Education</td>
<td>Details forthcoming</td>
<td>Details forthcoming</td>
</tr>
</tbody>
</table>
**Equity:** Career Connected Learning can be a powerful vehicle to create opportunity for underserved young adults

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**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
WA students & families support expanded Career Connected Learning opportunities

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.

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

Source: FM3 Research, Survey of 835 registered voters, 9/26-10/4/18; 1. split sample 2. % saying not enough is being done to expose students to different types of on-the-job learnings: Democrats 70%, Independents 78%, Republicans 79%
And now, the fun begins!

Continuing to engage industry leaders

Helping grow and scale Career Launch programs
  • Design grants
  • Career Launch endorsement

Selecting regional networks

Getting the word out to students and families

Building a student / family and employer-facing directory and navigational guide

Ensuring robust data measurement and reporting protocols

…and more!
Thank you for the opportunity to speak with you today

www.CareerConnectWA.org
$24M in operating funding for Career Connect Washington and supported initiatives over next two years

<table>
<thead>
<tr>
<th>Category</th>
<th>FY 2019-21 ($M)</th>
<th>Funding Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Grants</td>
<td>5.4</td>
<td>Regional network and program intermediary grants to grow and expand career connected learning</td>
</tr>
<tr>
<td>Increased enrollment</td>
<td>3.6</td>
<td>K-12 and CTC enrollment funding for Career Launch</td>
</tr>
<tr>
<td>Equity supports</td>
<td>1.6</td>
<td>Dual enrollment scholarship support for low-income students*</td>
</tr>
</tbody>
</table>
| System start-up                 | 2.9             | • K-12 support for CTE course equivalencies and career connected learning expansion  
|                                 |                 | • Data enclave infrastructure  
|                                 |                 | • CCW implementation                                                          |
| Supported Career Launch initiatives | 10.6          | Funding for initiatives throughout Washington to grow apprenticeship and career connected learning programs                               |
| Total Operating Funding         | 24.1            |                                                                                                                                            |
| Total Capital Funding           | 9.5             | K-12 and CTC equipment grants for career connected learning                                                                               |

*Funding not exclusive to Career Launch; **Includes support for aerospace, maritime, construction, manufacturing, health care, technology, and biotech industries.