



Building Equitable Pathways

Webinar Series

EPISODE 3

From Policy to Practice:
Creating Impact at Scale

FEBRUARY 4, 2021 | 2:00-3:00 PM ET



EPISODE 3

From Policy to Practice

Creating Impact at Scale



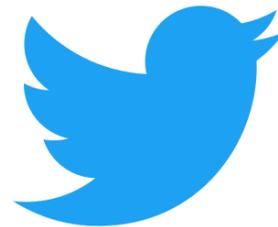
Maud Daudon
Executive Leader
Career Connect Washington



Marc Casale
Founder and CEO
Kinetic West



TWEET @ US!



@JFFtweets

#JFFpathways

#equitablepathways



IN THE CHAT BOX

WHO IS HERE TODAY AND WHAT IS ON YOUR MIND?

What is your name?

What organization do you work
with/for?

What question brings you here
today? What problem are you
seeking to solve in your work?



Save the Date

Building Equitable Pathways

Webinar Series

EPIISODE 4

**Building Capacity for the
Workforce of the Future**

FEBRUARY 19, 2021 | 2:00-3:00 PM ET





Building Equitable Pathways, Episode 3

From Policy to Practice: Creating Impact at Scale

February 4, 2021

The Case for Change

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

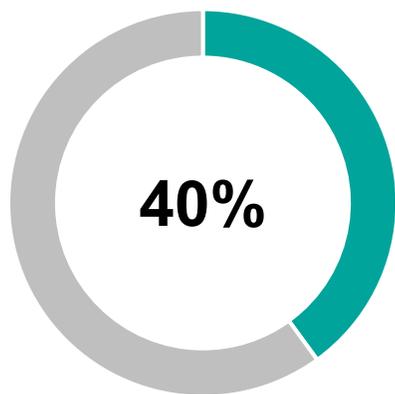
CCW scope:

- Serve young people 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

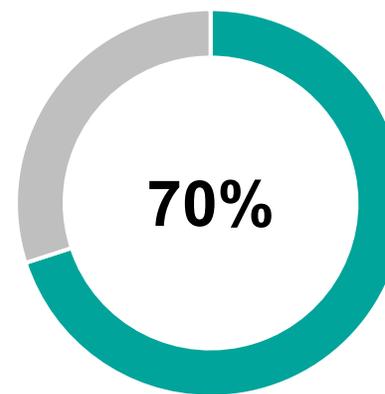
Students, parents, industry and educators drove strategy development

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**



Percent of Washington jobs **requiring a postsecondary credential**

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

The Reality Today: Disconnected pathways between education and employment



Education

(K-12 and Postsecondary)



Employment

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

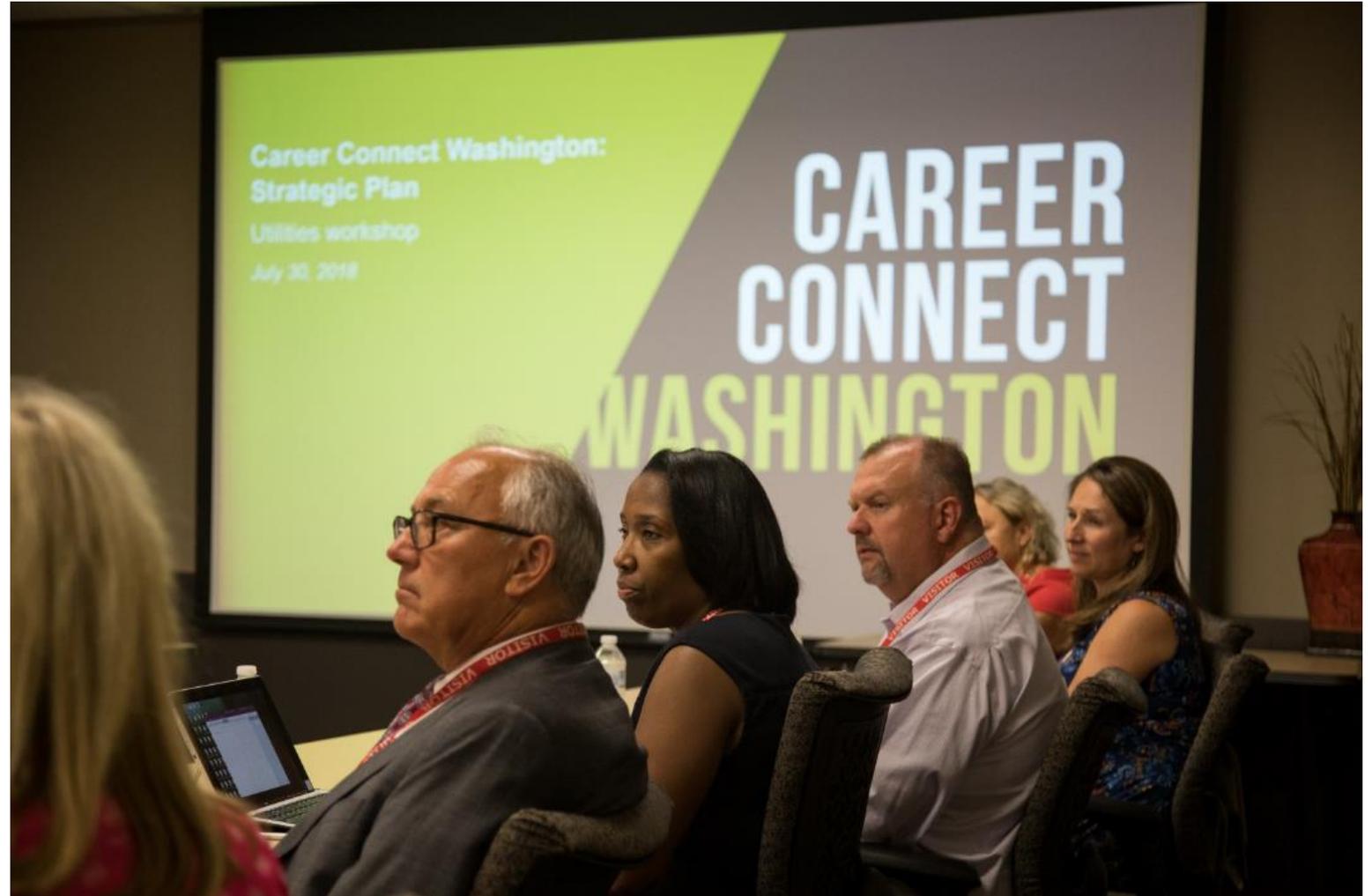
Business & Industry Leaders

Government / State Agency Staff

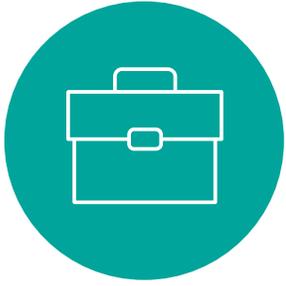
Labor Leaders

Community Leaders and Nonprofits

Regional Leaders



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

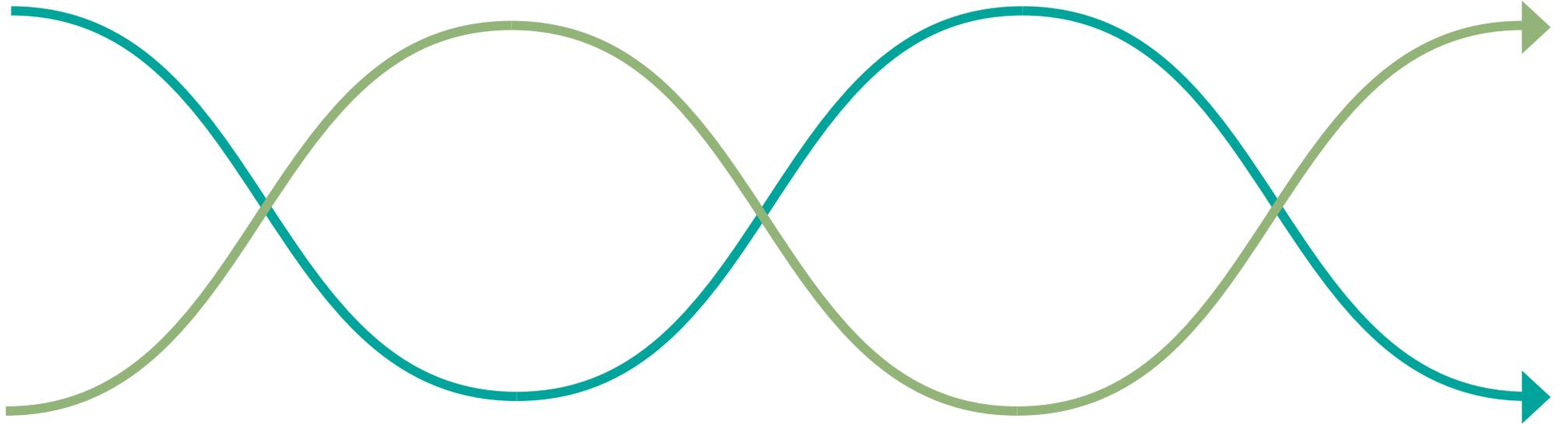


Employment



Education

(K-12 and Postsecondary)



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...



...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**



Approach: Career Connect Washington will build a system from many strong but disconnected programs



CCW Approach to Scale

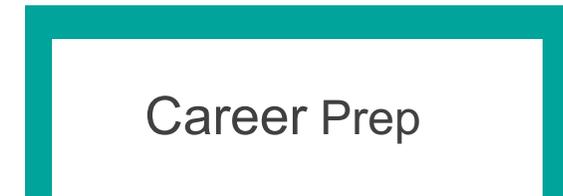
Common Language: Career Connected Learning takes place in a three-step continuum

Definition

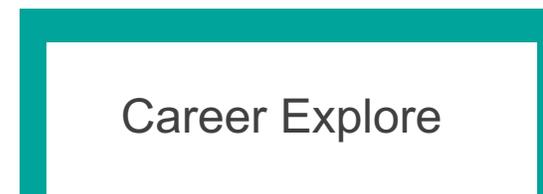
Work-based programs with aligned classroom learning that culminate in a postsecondary credential*, producing a competitive candidate for meaningful employment (including Registered Apprenticeships)



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



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

We've received over \$25M in state operating funds for FY2019-2021



Network & Intermediary Grants, \$6.3M

Competitive grants for program intermediaries, regional networks and coordinators in education service districts to create and expand career-connected learning opportunities statewide



Increasing enrollment, \$3.6M

Student enrollment funding in K-12 and CTCs for Career Launch



Equity supports, \$1.8M

Dual enrollment scholarship pilot – provides scholarships and textbook vouchers to low-income students enrolled in Running Start and College in the High School; Funds a new tribal liaison position at OSPI to grow tribal youth enrollment



System start-up, \$3.0M

Funding for creation of career-connected learning data enclave, CCW directory, CTE course equivalencies, and expansion of career-connected learning in K-12



Supported programs, \$12.0M

Funding for existing and new career-connected learning programs including CorePlus, health care registered apprenticeships, and others

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

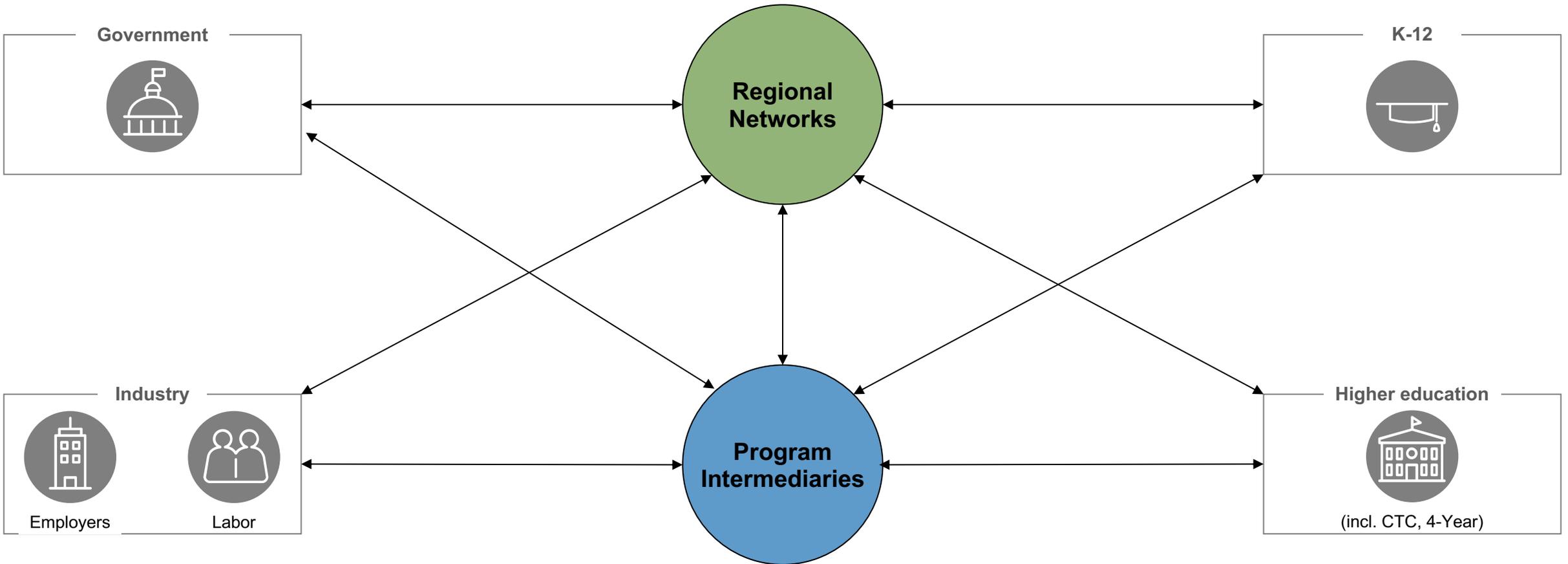
Endorsement application available on [SBCTC website](#)

- 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](#)

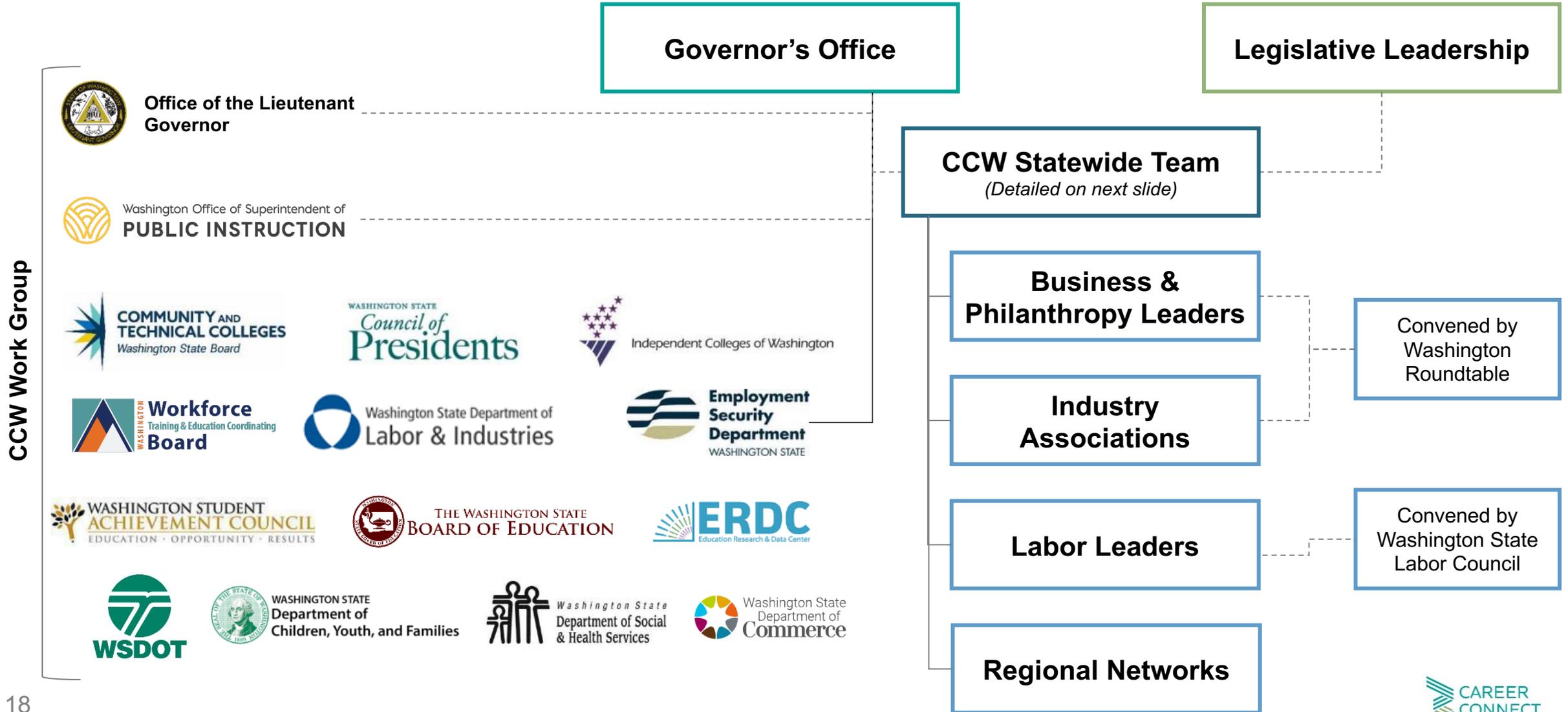
Regional networks and program intermediaries provide the necessary connections

Employment

Education



CCW Work Group and Advisory Team



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)

New Career Launch enrollees

- Of which 1,145 are new Registered Apprenticeship students (data from Q2 2020)
- Additional 600+ Career Launch students anticipated from recently endorsed programs (data from Q3 2020)

1,373

300+

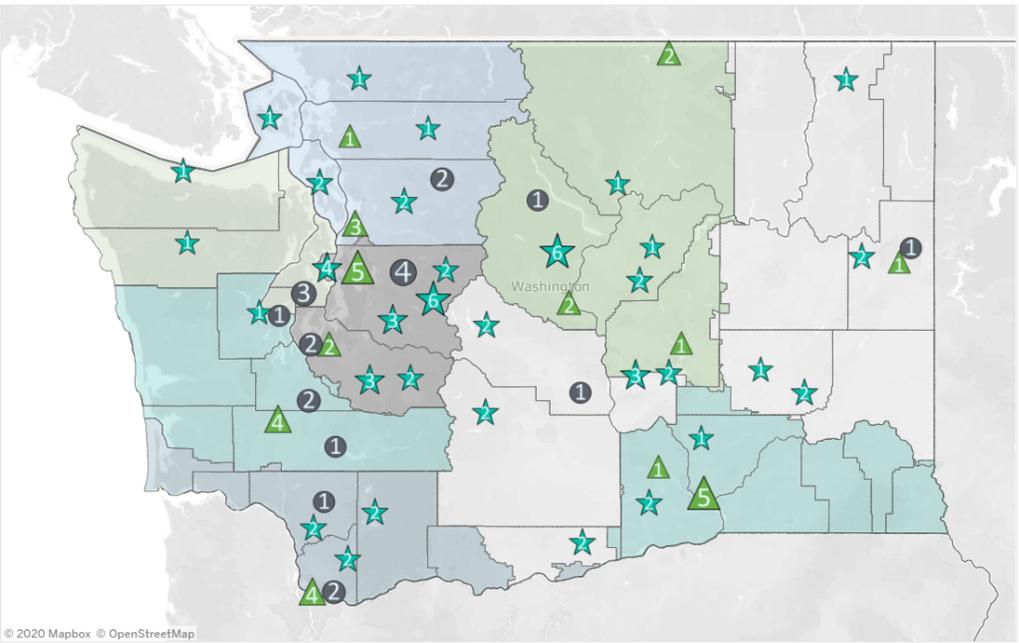
Additional seats from programs in-development² (data from Q3 2020)

49

New Career Launch programs created²

- Of which 21 are Registered Apprenticeships

Career Launch Programs



© 2020 Mapbox © OpenStreetMap

- ★ Intermediary programs in development (by counties served)
- ▲ Endorsed Career Launch programs (# per education institution)
- New apprenticeship programs (# in county)*

1. Enrollment of students under 30 years old as of March 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 Q2 2020; 2. 300+ seats as a conservative estimate and only based on first-year growth

Where we're going

Moving forward, there are several areas where CCW will continue to focus

Equitable Access



- **Capitalize on the current national environment** and lean into the nation's focus on racial & social justice
- **Build more accountability at the local level** for equitable access initiatives

Sustainability



- Ensure the overall system has the **resources required for long-term success**
- Explore approaches for **long-term funding** (e.g., diversify sources, more flexible uses)
- **Increase agency & partner ownership/accountability across all levels**

High Quality



- Ensure our **programs promote student success** as we learn more about student outcomes (e.g., program enrollment, completion, post-completion outcomes, equity metrics)

Communications



- **Spread the word & increase awareness** now that we've built CCW's brand
- Continue **collaborating with regional networks** to best serve students
- Ensure that CCW's messaging **reaches under-served populations**

Employer Partnerships



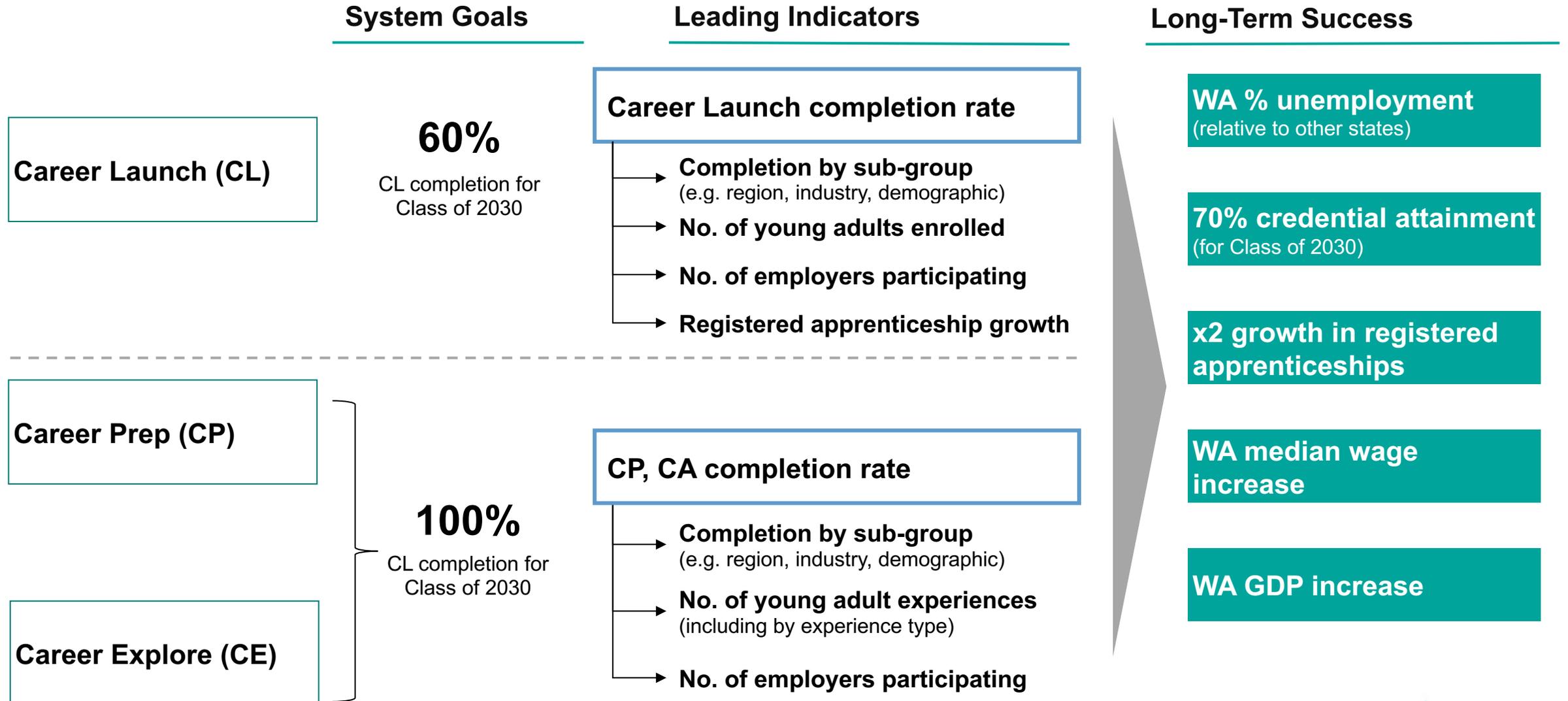
- Explore ways to **continue building even stronger corporate champions** and increasing partnership with employers
- Explore ways to get more employers to **sign up for Career Launch programs**

K-12 and 4-Year Partnerships



- **Grow Career Launch participation** in the K-12 and 4-year systems
- **Leverage our K-12 and 4-year successes** to set others up for success

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





Questions?

Appendix

Career Connect Washington relies on leveraging existing state educational strengths while also addressing critical challenges and gaps in connecting to employers and community

CCW identified the following challenges/gaps when designing its approach:

- 1 Youth and educator demand for high-quality CCL programs far exceeded supply
- 2 Existing CCL program participants did not reflect the state's diversity
- 3 Pathways into some of the state's fastest growing sectors were very limited
- 4 Resources were overly-concentrated in the Puget Sound region
- 5 Educators and employers found it difficult to connect with one another, as they live in different worlds
- 6 State agencies were perceived to be working independently to solve workforce challenges, without common goals or vocabulary
- 7 Changing economic forces and employer and student needs require a dynamic, highly responsive, and nimble approach

In first year of implementation, CCW is filling gaps and taking root

Since the passage of HB 2158 in 2019, CCW has made significant progress against each of these challenges:

- 1** As of March 2020, 10,000 students were enrolled in Career Launch¹, with 49 new programs¹ (of which 21 are Registered Apprenticeships) and over 20 more in-development, supported by intermediary grants
- 2** Early data on participants reveals greater diversity and creates a roadmap for where to increase outreach efforts; equity survey reveals critical gaps in student supports
- 3** Demonstrated growth in program development and enrollment in high-demand fields including technology, health care, and life sciences
- 4** Programs and resources were deployed across every part of the state and covered every industry sector
- 5** Network leaders and intermediary program builders successfully connected employers and educators to produce rapid results
- 6** Governor's office worked closely to align state agencies around common vision and vocabulary and evaluated progress with September 1 Legislative Report on performance against clear goals and metrics
- 7** The CCW collective responded immediately to economic changes from COVID-19 pandemic to meet employer and student needs creating virtual content (CareerConnect@Home; State of Innovation) and to expand and retool programs