



# OFM Apprenticeship Meeting

January 22, 2025

# Welcome!

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## 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.

Career Connect Washington bridges the gap between employers, labor 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.

# Washington's established leadership in education & workforce development

## Registered Apprenticeship & Pre-Apprenticeship

Washington's Registered Apprenticeship system started in 1941 and is nationally recognized for its effectiveness and quality, as well as its pre-apprenticeship model.

## Community and Technical College System

Washington's **34 CTCs** provide a variety of affordable education and training options to **nearly 200K students** each year in skills aligned with industry need – including upskilling – and narrow the communication gap with industry via **13 Centers of Excellence**.

## High School Dual Credit + Career & Technical Education

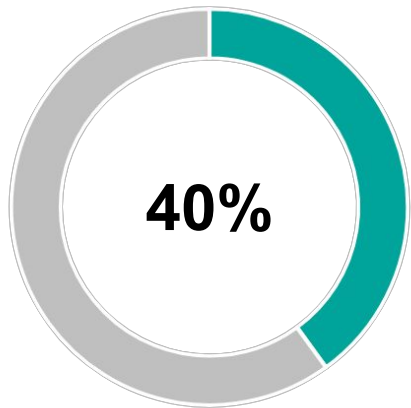
Washington's high school students have many opportunities to earn both college credit and industry recognized credentials while in high school and at low or no cost.

## Nation-Leading Financial Aid

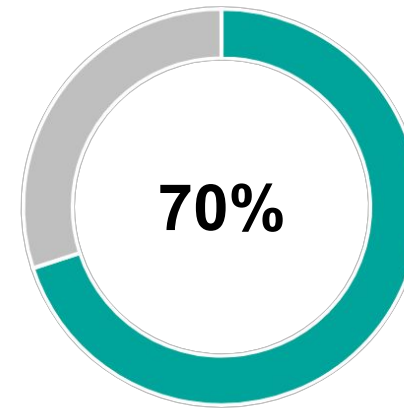
The WA Grant is available to all qualifying students for post-high school education and training, including apprenticeship

# The Problem: Students lack sufficient pathways to great careers

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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**

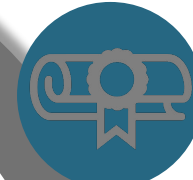
CCW has worked over the past several years to fill gaps and build connective tissue to help experts work together towards our shared vision

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**Government**



**Higher Education**



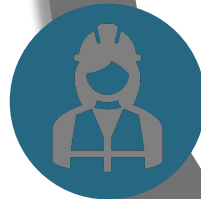
**Regional  
Networks**

**Program  
Builders**

**Sector  
Leaders**

**CCL  
Coordinators**

**Labor**



**K-12**



**Employers**

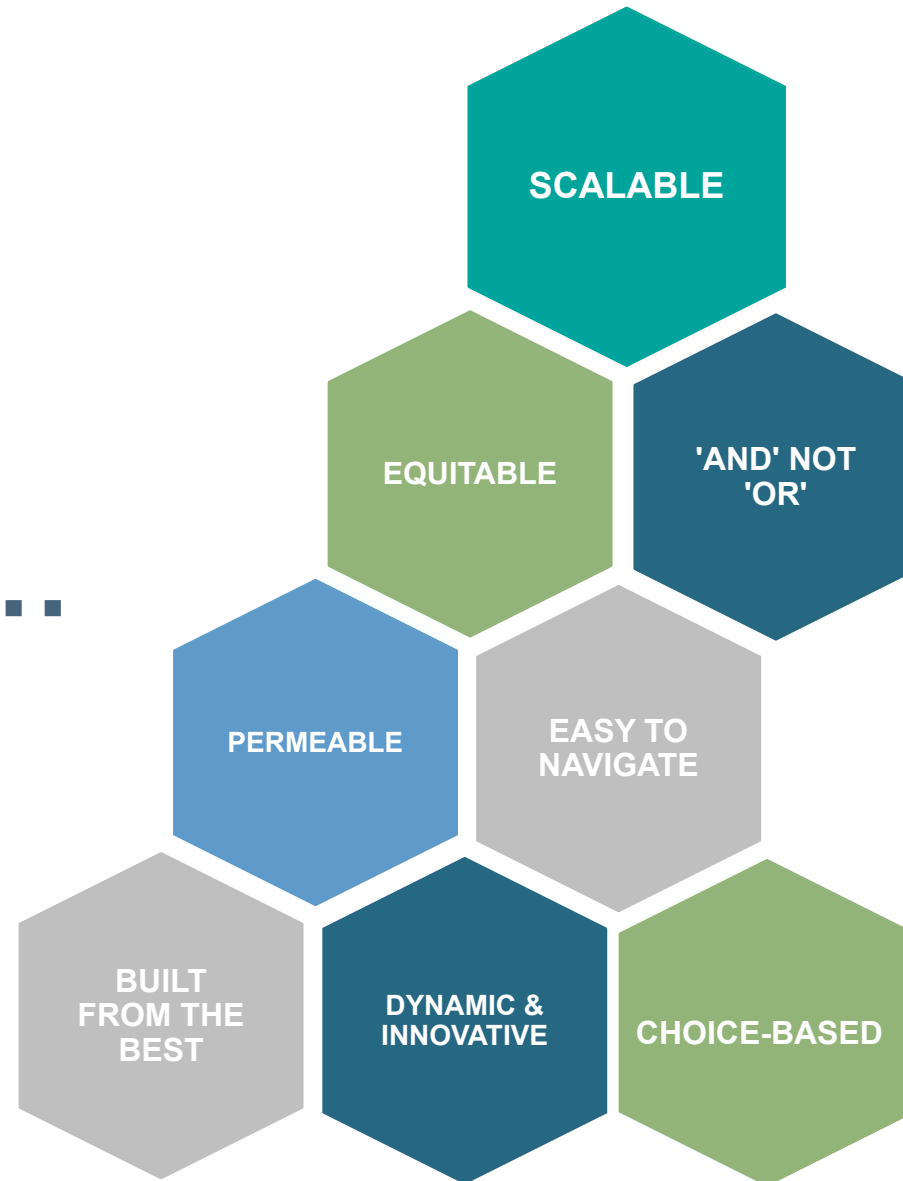


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# CCW Vision and Principles

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

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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, students experiencing homelessness, foster care, formerly incarcerated.



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.



## Detail: 5-part strategy to advance equity in career connected learning

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### Data

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

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### Technology

Connect students and families to existing programs and wraparound supports via the CCW program directory. Advocate for internet and technological access for students.

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### Student Supports

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

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### 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.

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### System Accountability

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

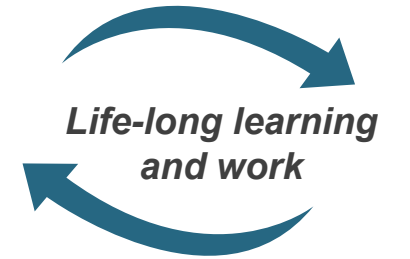
# We are building the infrastructure to create new and grow existing CCL programs

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## Definition

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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

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

Career Prep

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

Career Explore

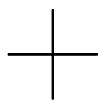
\*Postsecondary credential means certificate, or at least one year towards an associates or bachelor's degree

# Career Launch definition

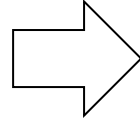
## Career Launch Programs: Positioning young adults for promising careers



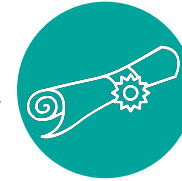
**Meaningful,  
high quality  
on-the-job  
experience**



**Aligned  
classroom  
learning**



**Competitive  
candidate**



**Valuable  
credential  
beyond high  
school diploma**

- 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

- 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)

- Able to continue in employment **OR** successfully compete for jobs leading to financially-sustainable and fulfilling careers

- Credential attained
- OR**
- Significant progress (at least one year) towards a 2- or 4-year credential

# Quality Control: Industry and Education-led endorsement process for Career Launch

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## **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 every three years



**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**

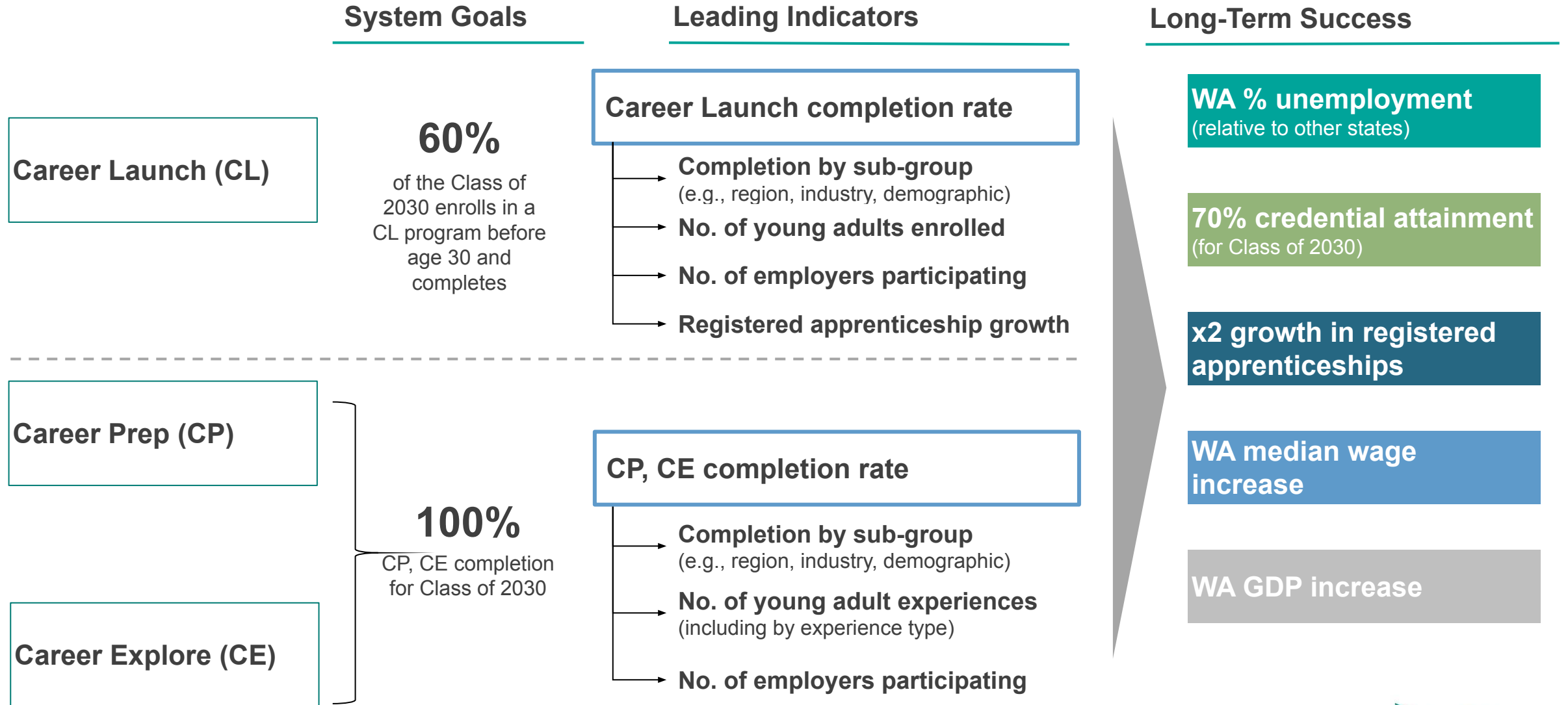
**Endorsement application available on [CCW Website](#)**

- Programs can be offered through the 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](#)

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# CCW Scaling and Sustainability

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



# Annual report highlights – CCW’s impact by the numbers

15,578

## Nearly 16,000 students enrolled in Career Launch programs

- 28% growth since 2019 despite the pandemic and related enrollment challenges (data from July 2023 – March 2024)<sup>1</sup>

8,424

## Cumulative Career Launch completions by students enrolled before age 30

(data from July 2019 – March 2024)<sup>1</sup>

183

## Programs created since 2019 from 162 Program Builder grants

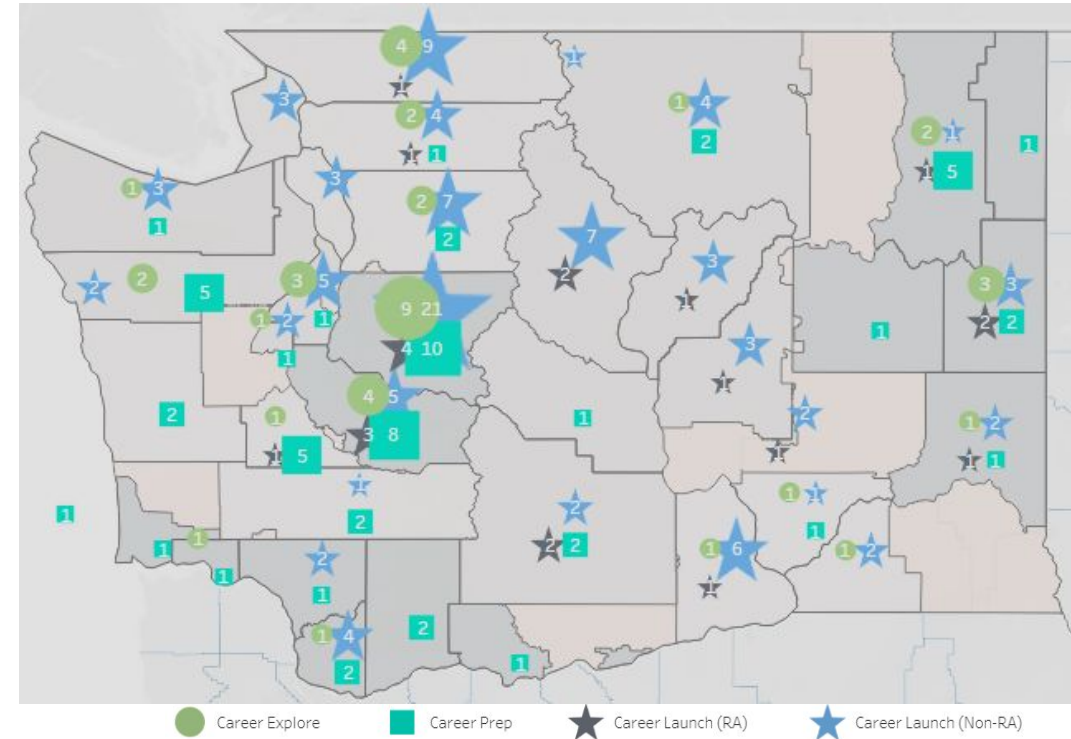
- Of which 38 are Registered Apprenticeships and 11 are recognized Pre-apprenticeships

**Good Jobs Challenge** (Dept. of Commerce): \$23.5M over three years to grow career connected learning programs

**Apprenticeship Building America** (Dept. of Labor): \$5.7M over four years to grow Registered and Pre-Apprenticeships

\$29.2M

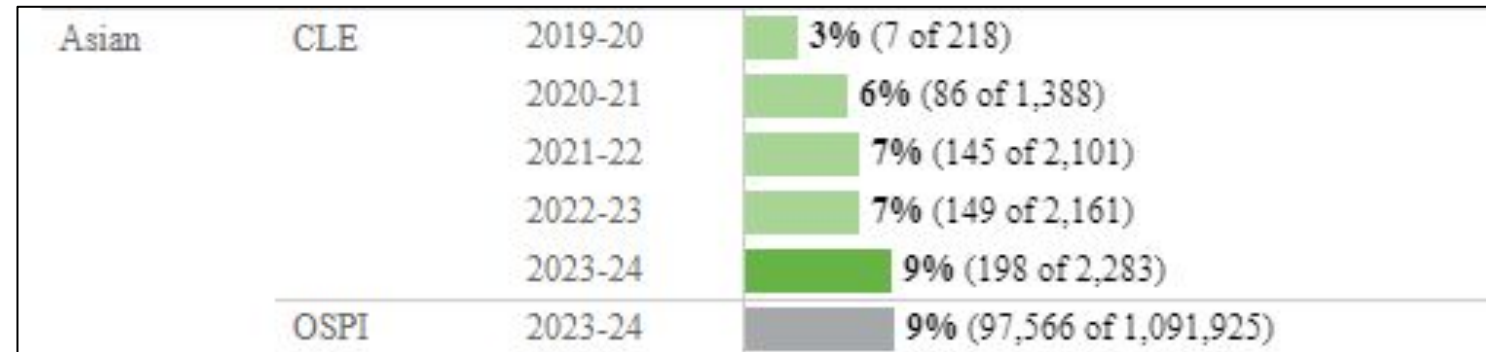
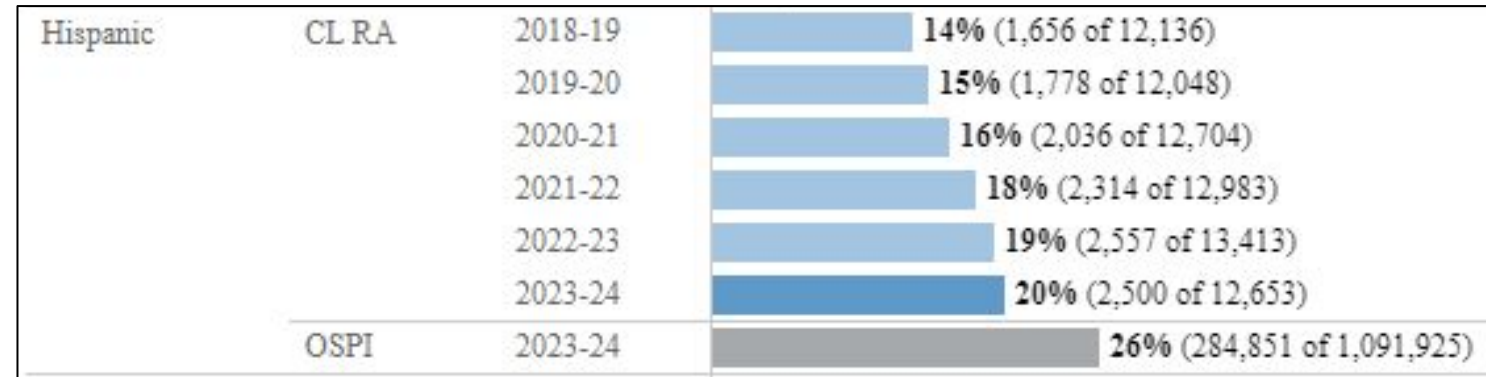
## CCW Grant-Funded Programs



1. Apprenticeship enrollment and completion is subject to change up to 3 years after report date. 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. For more details on grant funded programs and demographic data please visit <https://careerconnectwa.org/our-work-and-impact/>

## Career Launch demographics – moving toward parity

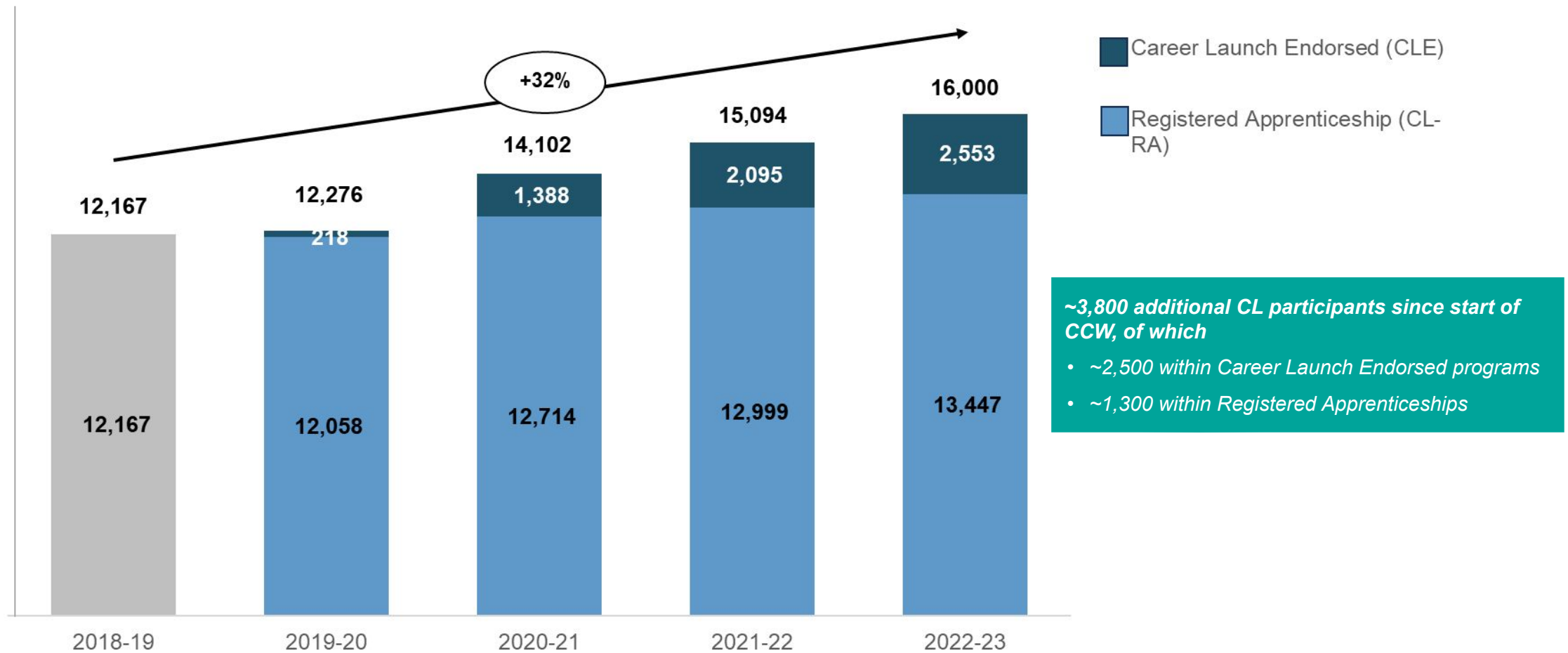
- Part of the CCW equity goal is that young adults enroll in and complete Career Launch programs at equitable rates across population demographics. We still have work to do, but we are seeing positive trends.
- Participation of female apprentices rose from 8% in 2019 to 12% in 2024 (OSPI benchmark is 48%)
- Participation of Hispanic apprentices rose from 14% in 2019 to 20% in 2024 (OSPI benchmark is 26%)
- Participation of Low Income apprentices rose from 25% in 2019 to 39% in 2024 (OSPI benchmark is 50%)
- Asian student participation in Career Launch (non-registered apprenticeship) programs rose from 3% in 2019 to 9% in 2024 (OSPI benchmark is 9%)





# 32% growth in Career Launch programs (inclusive of RA) since implementation of CCW legislation – growth continued despite pandemic and related challenges

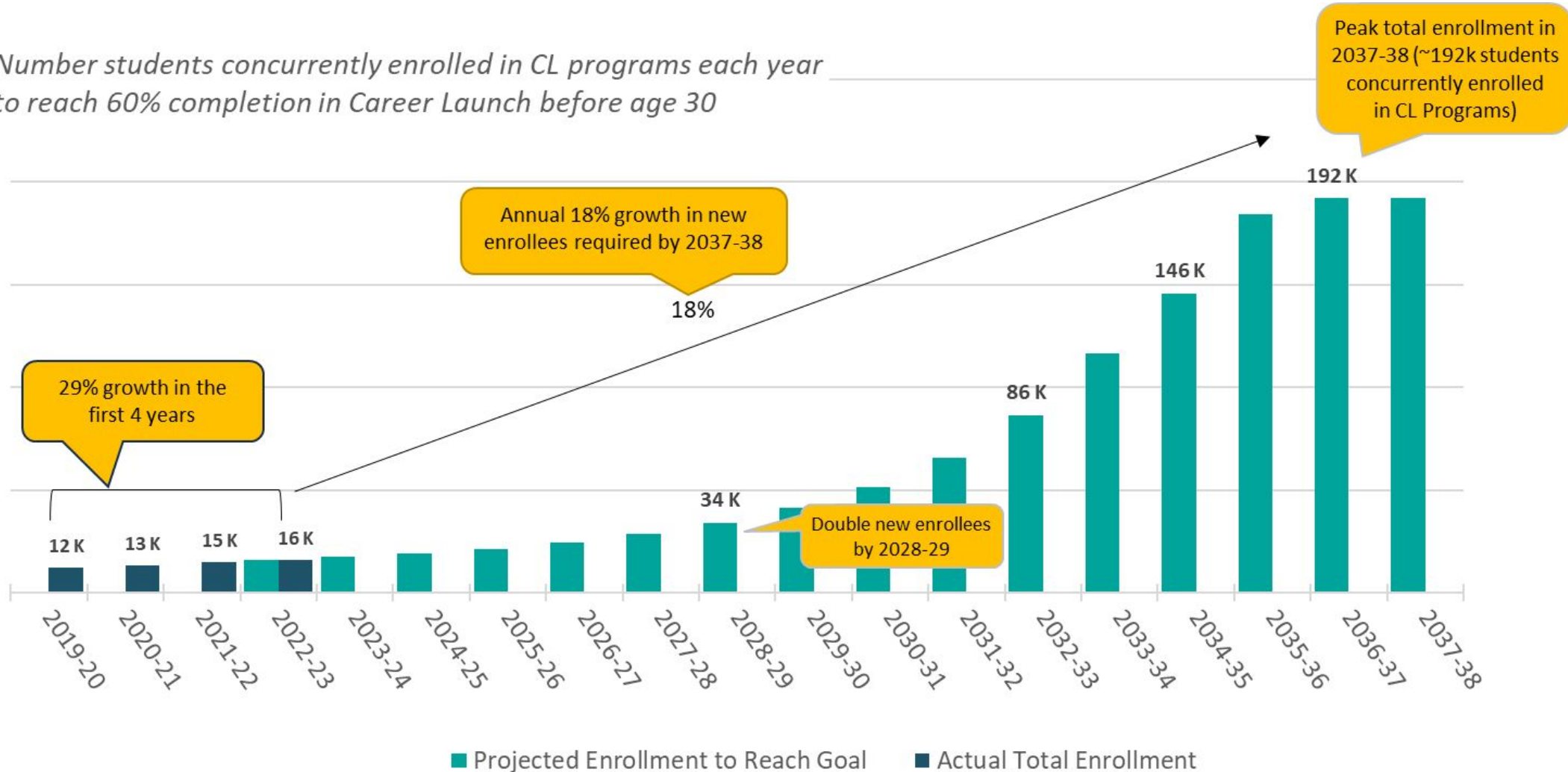
Career Launch participation (#)



CL endorsed enrollment and completion data provided by SBCTC available through March 2023, all other enrollment data is available through June 2023. Apprenticeship enrollment and completion is subject to change up to 3 years after report date.; Participation includes only those under 30 years old; Registered Apprenticeship (CL-RA) numbers reflect total growth, influenced by a variety of factors including economic expansion prior to the COVID-19 pandemic

# CCW making early progress against long-term goal

Number students concurrently enrolled in CL programs each year to reach 60% completion in Career Launch before age 30



# Why we know we can reach the enrollment goal

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Demand from students,  
teachers, counselors,  
parents and families



Demand from employers



CCW infrastructure established;  
track record of success at  
achieving rapid scale

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# How CCW is organized

# CCW Public-Private Leadership Team

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- Kimberly Hetrick, Director of CCW
- Coordinates cross-agency workgroup
- Support - Career Connected Learning Coordinators (CCLCs)
- Builds and strengthens connective tissue across state government



- Andrew Clemons, CCW Manager
- Administers the grant program in state law
- Manages grants to regional networks, sector leaders, program builders, and partners
- Implements federal grant projects to scale programming

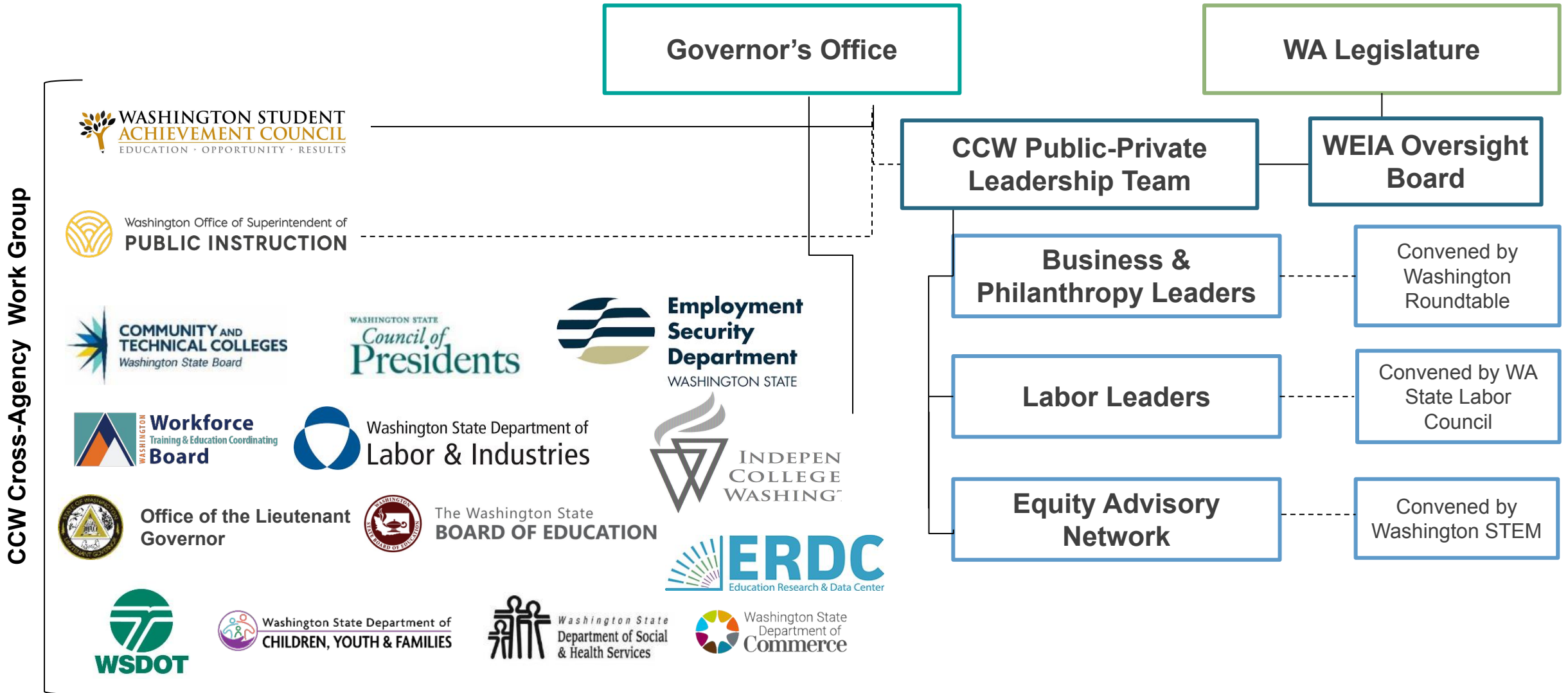


- Ingrid Stegemoeller, Industry Engagement Director
- Cultivates employer demand and champions in partnership with AWB and WSLC

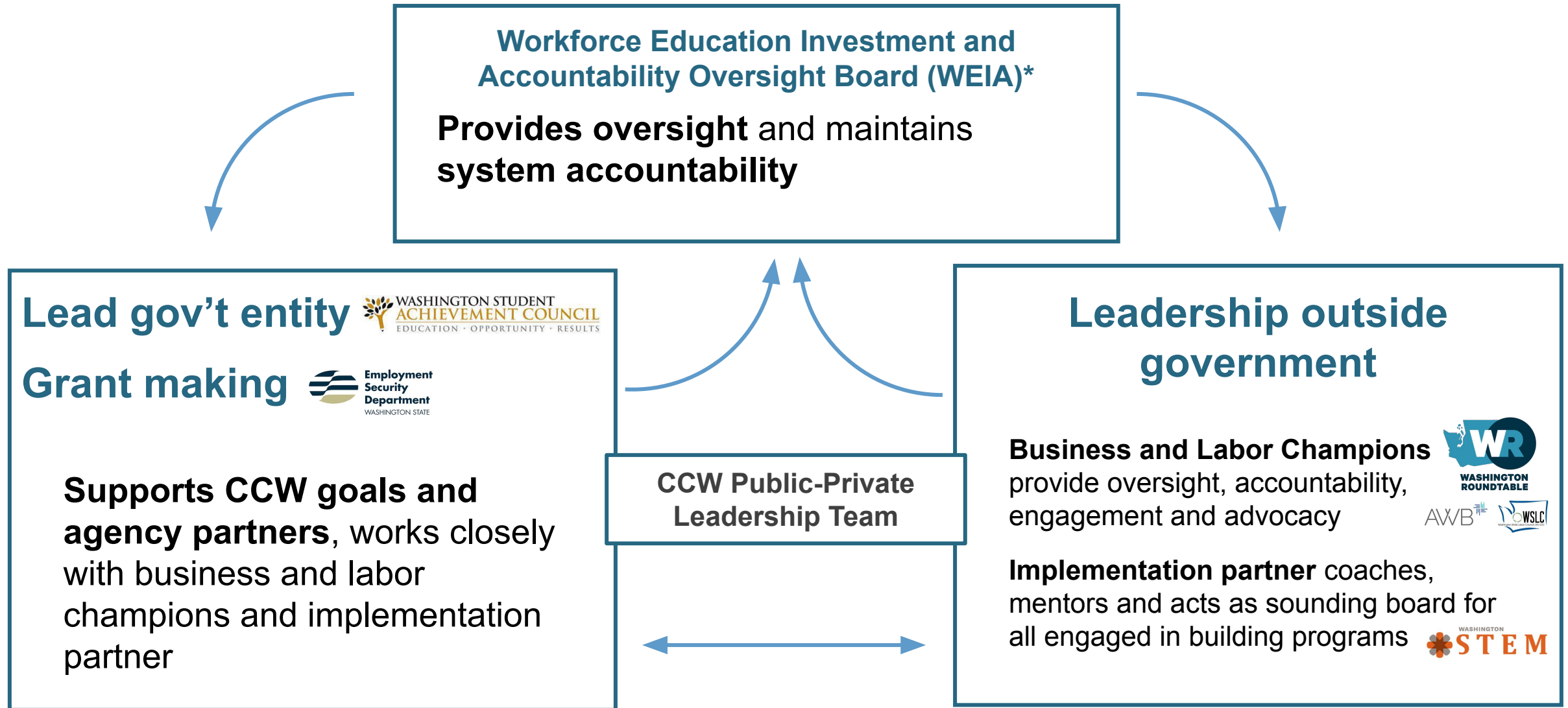


- Angie Mason-Smith, Program Director, Career Pathways
- Leads implementation and technical assistance - Sector Leads (SL), Regional Networks (RN)
- Competitively-awarded, long-term contract

# CCW Coalition of Partners: CCW Agency, Industry, and Equity Partners



# CCW Leadership: A Public-Private Partnership



\*Staffed by WSAC - Heather Hudson and Joel Bentley

# Cross Agency Work Group (CAWG): Scaling Career Connected Learning Opportunities

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**January, 31, 2024, Governor Jay Inslee Appointed WSAC as Lead of CCW CAWG**

**Engagement:** The CAWG will meet at least six times a year.

**Establishment, Duties, & Responsibilities:** Established in [RCW 28C.30.030](#), the CAWG coordinates state agency functions and external partnerships to scale high-quality career connected learning statewide to fulfill duties and responsibilities as outlined in [RCW 28C.30.040](#).

- 1 Advance CCW Vision Statewide
- 2 Make Budget Recommendations to resource education programs for career connected learning
- 3 Support Regional Leadership & Career Connected Learning Grant (RCW 28C.30.050)
- 4 Support Regional Networks to Tailor Local Needs in Urban & Rural Areas
- 5 Develop Data Enclave to measure progress & ensure equity of opportunity for Career Connected Learning



## WA Job Growth to Surge in High-Demand Industries

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- WA will see an estimated **1.5 million+ job openings through 2032.**
- **75% of projected job openings** will require postsecondary credentials. BAs and advanced degrees will be in highest demand — necessary for 45% of job openings.
- The analysis identifies **six industry clusters** that will see concentrated growth in jobs that provide living wages, economic mobility, and fill critical workforce gaps.
- WA faces a projected **shortfall of nearly 600k credentialed workers** over the decade.



# CCW Public-Private Partnership: Hopes & Vision

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## Collaborative Projects

- Quantifying, state-level measures for Career Explore and Career Prep
- Aligning credentials of value
- Strengthening employer participation and leadership
- Deepen capacity for state and regional partners to enhance equity strategies for engaging BIPOC communities and addressing rural barriers.
- More intentional funding of programs that align to regional/sector strategies

## The Process

- Transparency
- Feedback loops
- Collaboration
- Assumption of good intent
- Center aspiration to our vision: scaled, aligned pathways to high-demand careers and economic mobility for every Washington student. Sustainable, diverse talent pools for Washington employers.

## Ways to engage CCW system actors

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### Regional Networks

Regional teams drive cross-sector engagement with education and industry to scale career connected learning and meet regional workforce needs.

Find contacts at:  
[www.careerconnectwa.org/  
regional-networks-ccl-coordinators/](http://www.careerconnectwa.org/regional-networks-ccl-coordinators/)

### Sector Leaders

Industry leaders within high-priority sectors drive collaboration among employers to scale work-based learning that meets employer and student needs.

Find contacts at:  
[https://careerconnectwa.org/  
sector-leaders/](https://careerconnectwa.org/sector-leaders/)

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# Employer Engagement

# CCW Industry Engagement Vision & Goals

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**The vision:** Employers champion career connected learning as a talent solution and co-create work-based learning and aligned education experiences for Washington's young people.



## Considerations + Strategies to Engage Employers

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### RELATIONSHIPS AND CULTURE

Examples: competition is welcome; fast pace; geography of recruiting, talent need fluctuations.

### TELL YOUR SUCCESS STORIES

Gather success stories and be ready to share them in presentations, on social media, or in casual conversation.

### GIVE AWARDS

Spotlight and celebrate your strongest employer partners.

### PEER-TO-PEER OUTREACH

Employers are the best messenger for their peers, whether 1:1 or at a showcase event.

# Telling the Story



**CAREER CONNECT WASHINGTON**  
**Employer Spotlight**

**BUILDING LOCAL TALENT SOLUTIONS IN LIFE SCIENCES**

**INDUSTRY NEED:**  
Lab technicians are among the most in-demand roles in the life sciences sector. Responsible for receiving, testing, analyzing, and recording sample results, lab technicians must have, at minimum, a one-year certification and hands-on lab experience. With additional education and training, career advancement opportunities include lab management, quality control, and scientific research.

**LABLAUNCH PROGRAM DESCRIPTION:**  
To address a high need for lab technicians, Fred Hutch worked with Washington Alliance for Better Schools (WABS) and Shoreline Community College to build LabLaunch, an accelerated Lab Tech Certificate Program that provides students with lab skills and academic training. Once students complete their final year of coursework at Shoreline Community College, they earn an Accelerated Lab Technician Training Certificate and a guaranteed job interview at Fred Hutch.

**WHAT IT INCLUDES:**  
High school seniors complete a year of college coursework through Running Start at Shoreline Community College. Students then participate in a paid full-time six-week summer internship at Fred Hutch to build hands-on technical skills, followed by an additional year of academic training.

**WHY IT MATTERS:**  
LabLaunch creates a direct pathway for students into entry-level lab technician roles, ensuring a skilled workforce for the life sciences sector. Employers benefit from a pool of well-trained, committed candidates ready to meet industry demands.

Washington's life sciences sector saw **14% job growth** from 2020 to 2022, boasting **46,000+ employees** statewide and **1,200+ employers**.

**Fred Hutch Cancer Center**  
Fred Hutchinson Cancer Center (Fred Hutch) is an independent, nonprofit organization and the only National Cancer Institute-designated cancer center in Washington. Fred Hutch is a leading employer with over 5,700 employees contributing to Washington state's life sciences sector.

SEPTEMBER 2024 PAGE 1



**KSPS PBS**

# Media Makers Digital Toolkit

October 2024 Communications  
for CCW Partners



## CCW 2025-2027 Priorities

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The Career Connect Washington (CCW) initiative's statewide education and employer network is rapidly growing: enabling young people to connect directly with hands-on learning and valuable credentials, and connecting employers across industries with diverse, sustainable talent pools. To scale CCW's impact for our state's students and employers, Governor-Elect Ferguson directs the public-private leadership team and Cross-Agency Work Group to convene community stakeholders to:

- Establish measures for Career Prep and Career Explore, and define return-on-investment of Program Builder grants.
- Align valuable credentials across K-12, higher education, and industry for seamless pathways to high-demand careers.
- Determine initiative improvements to bolster employer participation.
- Identify and elevate best practices from across the state that remove barriers to career connected learning pathways for rural and BIPOC communities, as well as for students in foster care and those experiencing homelessness and incarceration.



# Mark your calendars

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**February 4, 2025, 8-9 am** - Presentation to the WSAC Career Pathways Team - **Apprenticeship and Employer Engagement** - Presenters: Ingrid Stegemoeller, WA Roundtable; Rachel McAloon, WA State Labor Council; Sam Bradshaw, Workforce Central

[TEAMS Meeting](#) Meeting ID: 284 934 345 605, Passcode: LdSTQQ

# Thank you!

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Kimberly Hetrick, Director of CCW, WSAC, [kimberlyh@wsac.wa.gov](mailto:kimberlyh@wsac.wa.gov)

Therese Williams, Associate Director of CCW, WSAC, [theresew@wsac.wa.gov](mailto:theresew@wsac.wa.gov)

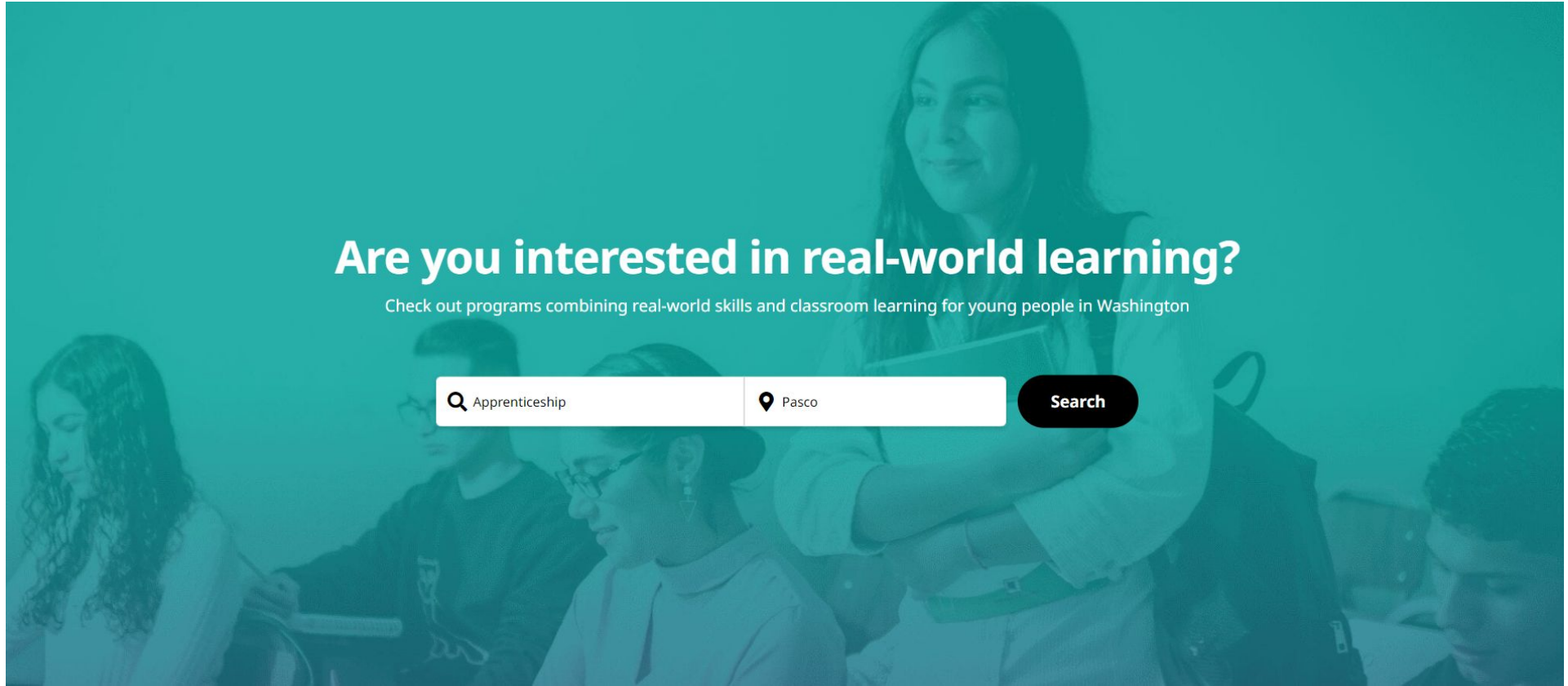
Andrew Clemons, Grants Manager, Employment Security Department, [andrew.clemons@esd.wa.gov](mailto:andrew.clemons@esd.wa.gov)

Angie Mason Smith, Program Director, WA STEM, [angie@washingtonstem.org](mailto:angie@washingtonstem.org)

Ingrid Stegemoeller, Industry Engagement Director, WA Roundtable, [ingrid@partnership4learning.org](mailto:ingrid@partnership4learning.org)

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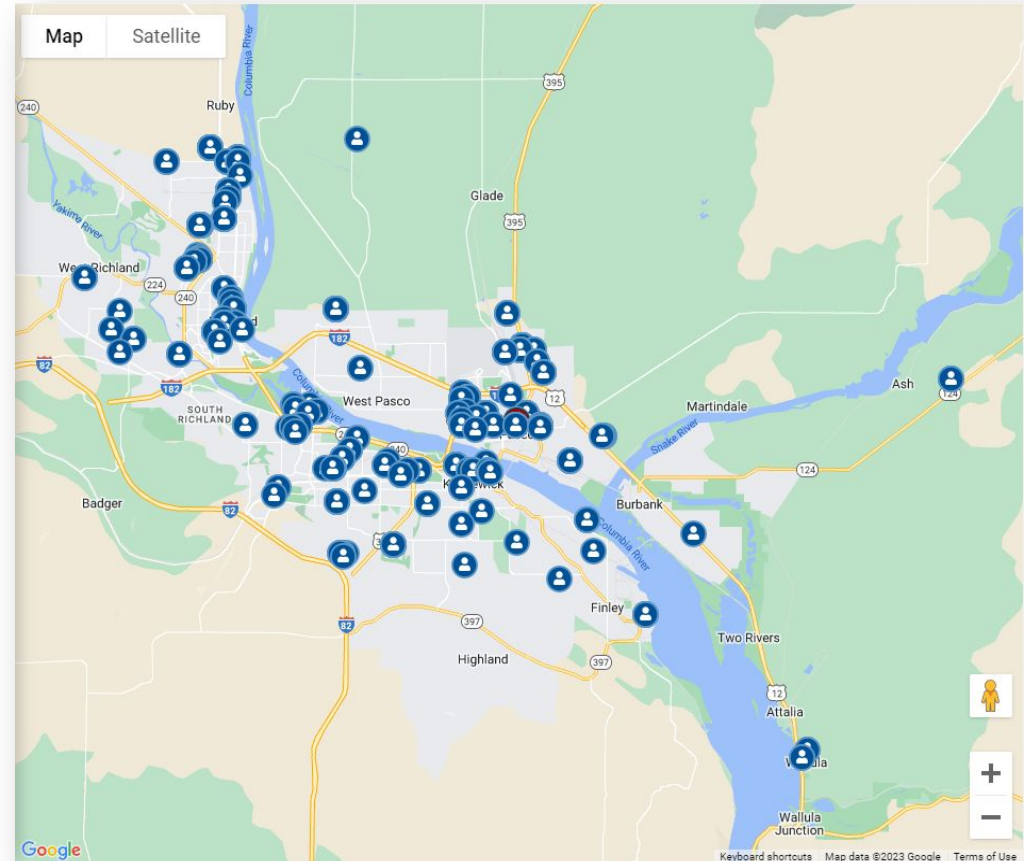
# CCW Program Directory



# 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
- Tested by students, teachers, counselors and feedback used to improve features



Example of search results of career connected learning programs in Pasco, WA

# Integrated database of student support services

## Automotive Technicians

### Automotive Technology

Career Launch

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

How to Apply

509-682-6614 | 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.

View Info



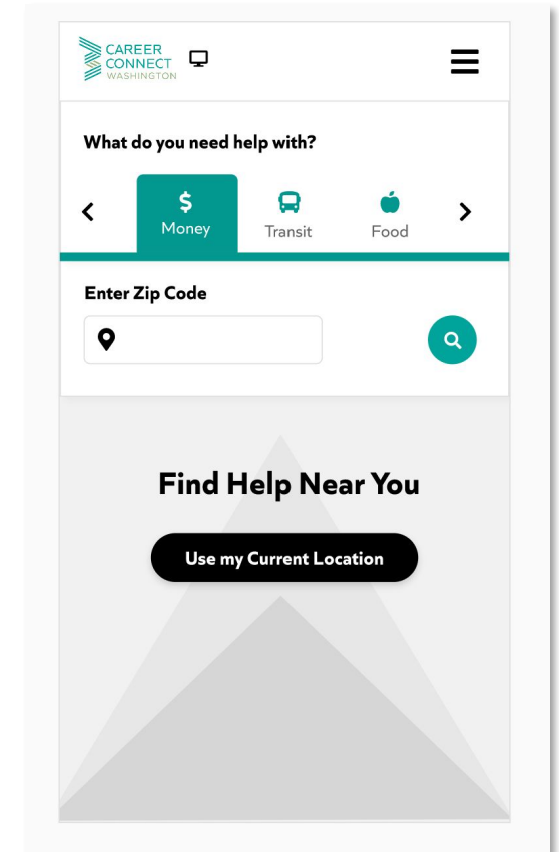
#### Transportation

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

View Info



View Info



# Integrated database of student support services

**What do you need help with?**

**Enter Zip Code**

99012

**Search**

Apply Filters

**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.

**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

**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 Christm...

**Services**

food pantry, clothing, supplies for school, toys & gifts, counseling, more education, skills & training

**Serving**

anyone in need, teens, young adults, adults, seniors

**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)

# Annual report highlights – Career Launch program growth

- Registered Apprenticeship opportunities in **non-traditional occupations** have expanded significantly. For example, the number of apprentices in Community and Social Service Occupations, like Behavioral Health Technician, has **more than doubled** since these programs began in 2021-22.
- In **Healthcare** Support occupations, the number of apprentices has **increased by 161%** since July 2019, driven largely by the growth in Medical Assistant roles.
- **Career Launch Program Spotlight:** The Fred Hutchinson Cancer Center partnered with the Washington Alliance for Better Schools (WABS) and Shoreline Community College to build **LabLaunch**, an accelerated **Lab Tech Certificate Program** that provides students with lab skills and academic training. An additional year of career-related coursework at collaborating colleges leads to an Accelerated Lab Technician Training Certificate and a guaranteed job interview at Fred Hutch. This effort will help meet the need to fill lab technician roles, one of the **most in-demand positions** in the life sciences sector.
- [2024 Annual Legislative Report](#)

