

# Washington Student Achievement Council

April 19<sup>th</sup>, 2017



Association  
of Washington  
Business

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Washington State's Chamber of Commerce

Amy Anderson, MHPA, JD  
Government Affairs Director

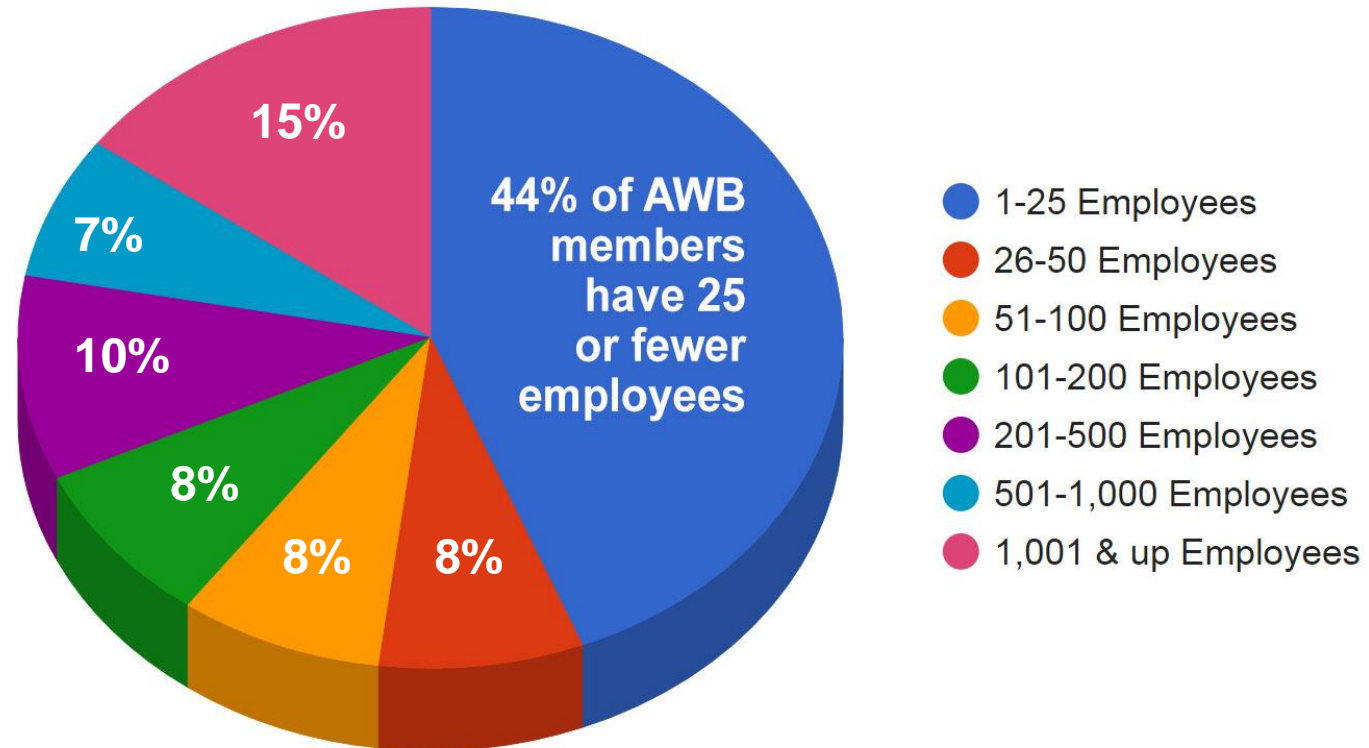
# Small Business in the United States

- The 28 million small businesses in America account for 54% of all U.S. sales.
- Small businesses provide 55% of all jobs and 66% of all net new jobs since the 1970s.
- The 600,000 plus franchised small businesses in the U.S. provide jobs for some 8 million people.
- The number of small businesses in the United States has increased 49% since 1982.
- Since 1990, small businesses added 8 million new jobs.

# Small Business in Washington State

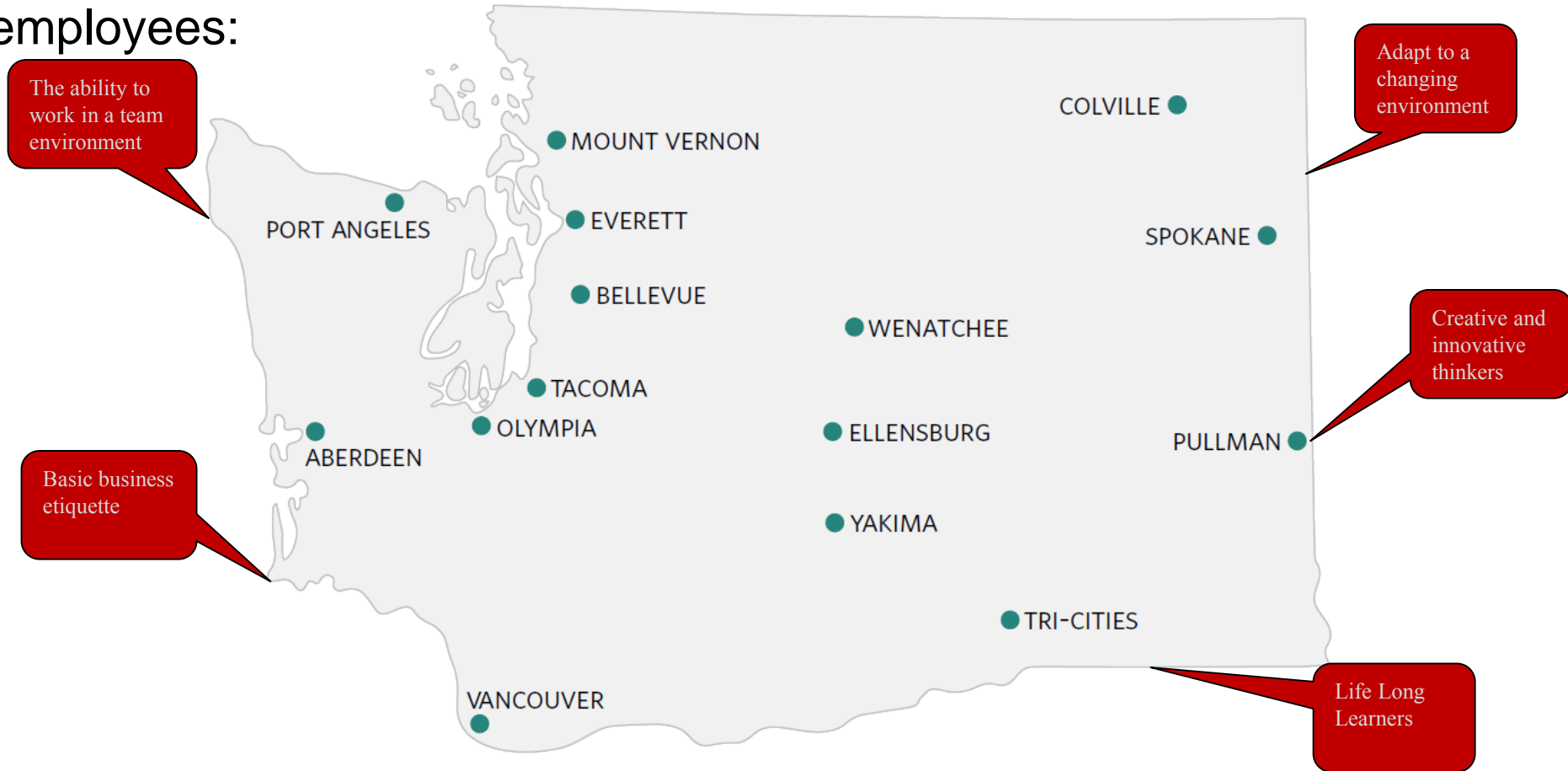
- In 2013:
  - There were 555,285 Small businesses in WA State
    - Accounting for 98% of WA business
  - There were 1.3 million Small business employees
    - Accounting for 51.7% of the state's workforce
  - Small businesses created 43,690 net new jobs
  - Small business in WA state accounts for 89.9% of WA state exporters

# AWB Members



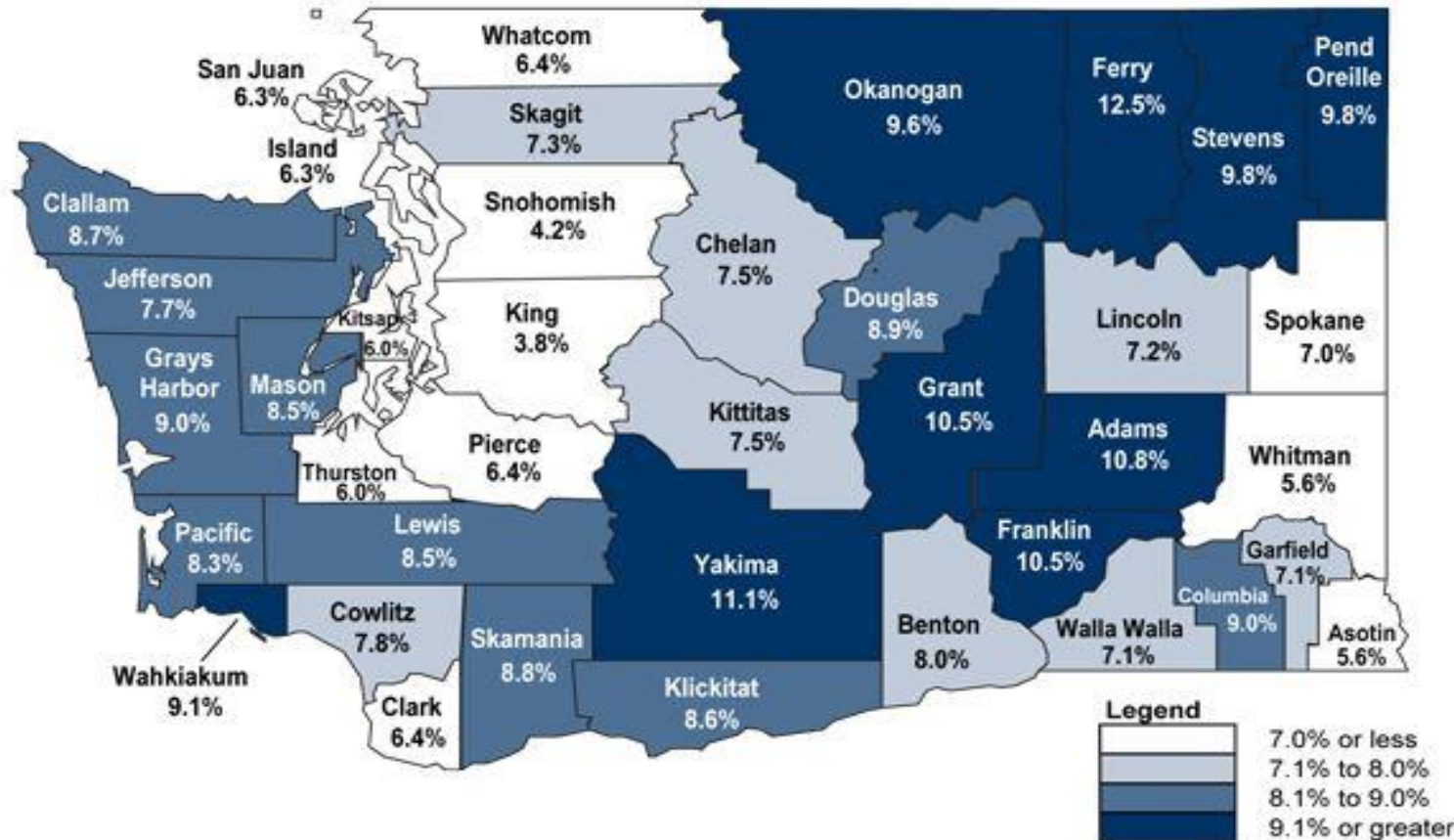
# Small Business Outreach

WA State employers report that **soft skills**, or **basic employability skills**, are the most difficult to find. The following skills are most desirable in potential employees:



# Unemployment by County

January 2017  
County unemployment rates, not seasonally adjusted





# Rural Jobs Summit

Intern programs through community colleges

Community colleges are flexible new industry/business



Industry councils with private business boards

Middle skills jobs are growing and must be supported with training

On the job training grant

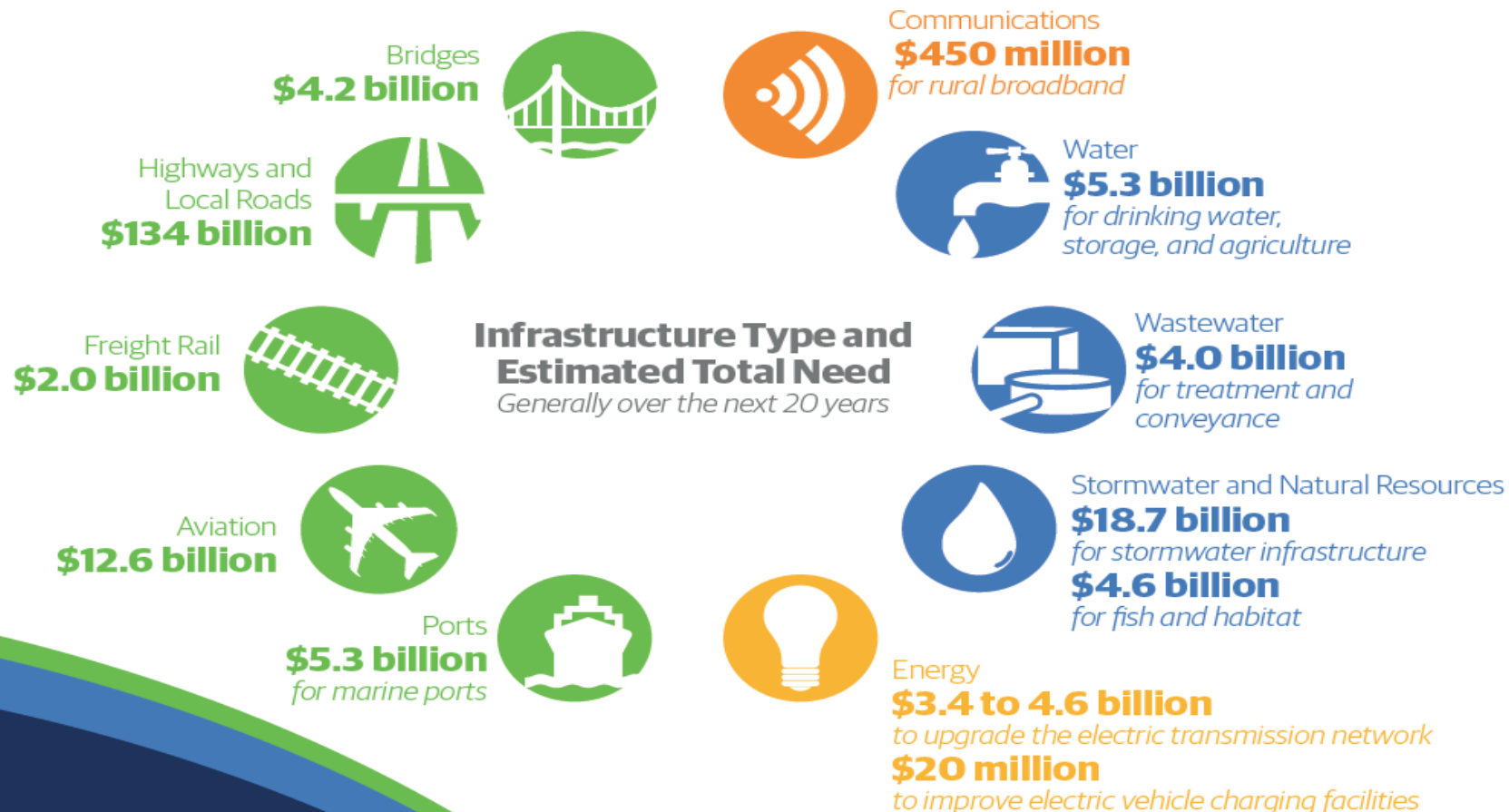
## AWB Rural Jobs Summit

March 4, 2017

#ruraljobsWA

# Infrastructure

Washington's total infrastructure needs are estimated to be over \$190 billion. This level of investment is estimated to **create 600,000 to 660,000 jobs**.





# Key Workforce Strategies

- All workforce programs should include a focus on basic employability skills.
- Middle and high school students, as well as the educators who advise them, are often unaware of available career and training programs. Career awareness needs to be integrated into the K-12 system.
- College programs need to focus on developing leadership and management skills as identified by key industries.
- Continuing education, stackable credentials and flexible training models will help provide business and industry with vital incumbent worker training.
- Employees must embrace lifelong learning and participate in continued professional development if they are to remain competitive in today's employment market.
- Technical skills are critical across all industries.



# Thank You

Amy Anderson  
amya@awb.org



# Career Connected Learning for a Highly Skilled Workforce

Caroline King  
CEO, Washington STEM  
April 19, 2017



# STEM Economy in Washington



**#3** in creation of STEM jobs

**740,000** job openings  
in Washington over next  
5 years – **1/3** STEM specific

**\$42.12/hour**: median earning  
for STEM jobs in Washington

# FUTURE READY WASHINGTON



Young Washingtonians have the technical and critical skills needed to thrive in today's jobs and create and excel in the unknown jobs of tomorrow as well as exemplify opportunity and create shared prosperity for our communities.

Washington STEM and our regional Networks and partners aspire to a Future Ready Washington.

Together, here's what we plan to achieve by 2025. >>

Our work is organized in four priority initiatives:



Computer Science



Career Connected Learning



Early Math



Science & Engineering

We advance this work by building partnerships, leveraging policy, and expanding innovation.

In all our work we focus on:



Equity

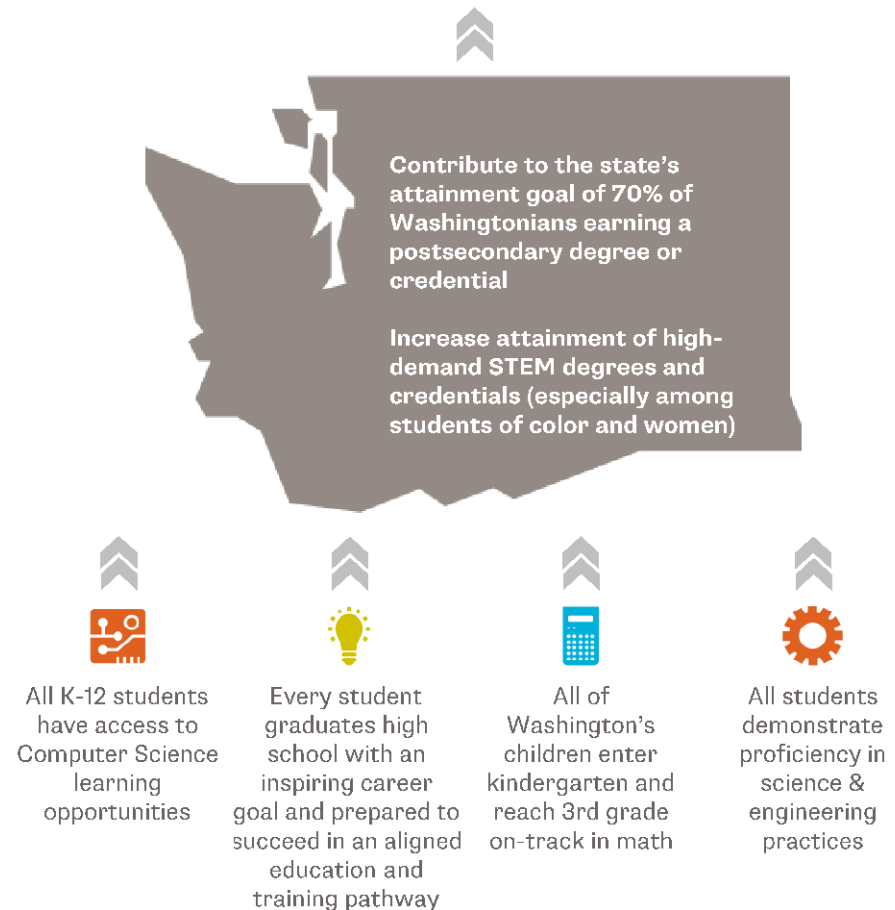
All students deserve the opportunities that come with being STEM ready. We focus our work and encourage networks to target gaps in gender, race, income, and geography.



Teaching Quality

Quality instruction can unlock so much student potential. We support professional development, standards implementation, resource dissemination in service of these objectives.

Increase STEM access, interest, and success for all students



# CAREER CONNECTED LEARNING

94% of Washington voters think it is important **for students at every level to have career connected learning opportunities** like internships, youth apprenticeships, and real-world project based learning, which **introduces students to high-demand careers in their region.**





# CAREER CONNECTED LEARNING FRAMEWORK

Student pathways to great jobs



## career awareness

### LEARNING ABOUT WORK

Career Awareness experiences are those that help students build awareness of the variety of careers available. These activities are normally defined as one-time interactions with partners for a student or group of students.

#### ACTIVITIES MIGHT INCLUDE:

Career Presentations  
(Panels + Speakers)

Career Fairs

Worksite Tours

## career preparation

### LEARNING THROUGH WORK

Career Preparation experiences support college and career readiness and include extended direct interaction with professionals from industry and the community. These experiences are designed to give students supervised practical application of skills and knowledge and often occur in CTE courses.

#### ACTIVITIES MIGHT INCLUDE:

Cooperative  
Worksite Learning

Instructional  
Worksite Learning

Distance/Virtual  
Internships

Extended Learning

Internships

Career Connected Learning is a continuum of awareness, exploration, preparation, and work experiences developed through strong public and private partnerships. Participants develop, apply, and are assessed on academic, technical, trade, and entrepreneurial skills that support their future career success.

## career skills training & education

### LEARNING IN WORK

Career Training experiences prepare students for employment in a specific range of occupations. Career Training experiences often occur after high school.

#### ACTIVITIES MIGHT INCLUDE:

Clinical  
Experience

On-the-Job  
Training

Apprenticeship

## career exploration

### LEARNING FOR WORK

Career Exploration provides students with short term direct interaction with partners and the opportunity to explore career options in a way that contributes to motivation for learning and informs students' decisions about further experiences and educational options.

#### ACTIVITIES MIGHT INCLUDE:

Informational  
Interview

Networking  
Events

Job Shadow

Career Prep  
Workshop

Work-based  
Problems with  
Classroom  
Mentoring

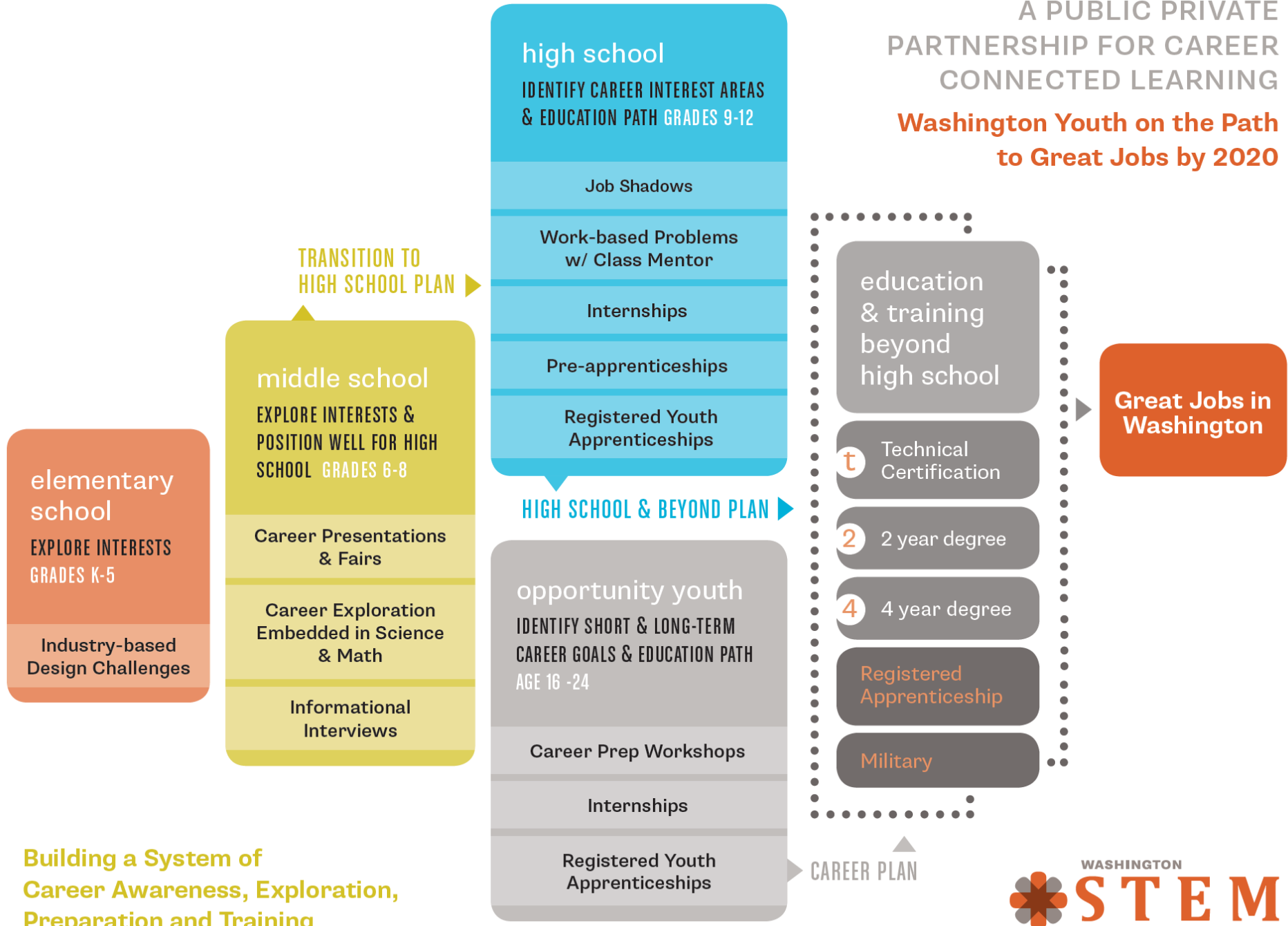
CCLs Embedded in  
General Ed Class

Adapted from ConnectED Studios:

[www.connectedstudios.org/url-zvlwjKfwKlRqX3P7h-1fUaLqZX4Ww5GZSbdZZEQI](http://www.connectedstudios.org/url-zvlwjKfwKlRqX3P7h-1fUaLqZX4Ww5GZSbdZZEQI)

A PUBLIC PRIVATE PARTNERSHIP FOR CAREER CONNECTED LEARNING

Washington Youth on the Path to Great Jobs by 2020



Building a System of Career Awareness, Exploration, Preparation and Training



**Career Connected Learning will provide a suite of experiences through CTE courses, general education classes, and out of school settings. For example:**

**elementary school**

EXPLORE INTERESTS  
GRADES K-5

5th graders help Taylor Shellfish design sustainable farms

Teachers receive professional development and curriculum resources focused on industry-based design challenges

**middle school**

EXPLORE INTERESTS & POSITION  
WELL FOR HIGH SCHOOL GRADES 6-8

7th graders learn about careers that pioneer clean energy solutions and visit The Boeing Company and Avista

**high school**

IDENTIFY CAREER INTEREST AREAS  
& EDUCATION PATH GRADES 9-12

10th graders gain career readiness skills through an industry mentor and prepare for an internship or pre-apprenticeship

**opportunity youth**

IDENTIFY SHORT & LONG-TERM  
CAREER GOALS & EDUCATION PATH  
AGE 16-24

Out of school youth earn a HS diploma and on-the-job skills through YouthWorks



Photo from AJAC website



## CONNECT STUDENTS WITH CAREER GOALS AND PATHWAYS

**Need:** Most young people in Washington, especially youth of color and from low income or rural communities, do not have access to the career connected learning experiences that foster engagement in school and interest and preparation for high-demand careers.

Employers, educators, and community organizations need support to deliver at scale high-quality internships, job shadows, design challenges, youth apprenticeships, expanded learning opportunities, and technical training.

**Solution:**

- Create a 1:1 public-private career connected learning fund to engage and connect students with the new economy (\$6M in Governor's budget proposal)
- Washington STEM commits to secure and align matching funds to double state investments
- Focus on access for underrepresented, low-income, and rural students
- Support educators with professional learning and industry and environmental design challenges aligned to science standards
- Incubate and expand successful regional programs; create models for scale

**Impact:** 50,000 students across the state will benefit, with success measured by increased interest in high-demand careers, increased high school graduation rates, and increased completion of training credentials such as youth apprenticeships and internships. Aligned regional efforts and scalable best practice models will create a systemic approach for fostering career interest and preparation among youth statewide.

# Questions?

Caroline King  
CEO, Washington STEM  
[caroline@washingtonstem.org](mailto:caroline@washingtonstem.org)





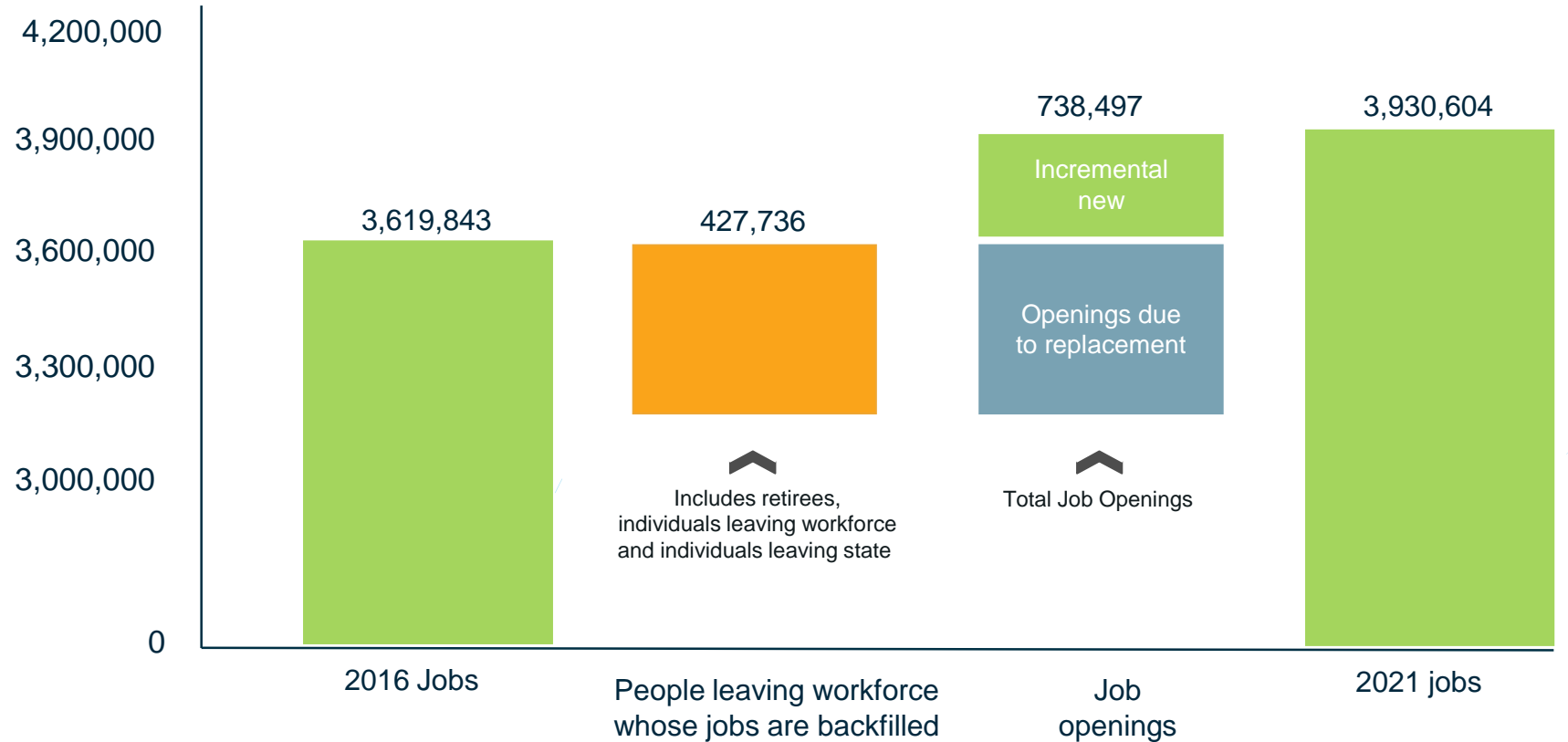
# Pathways to Great Jobs & Opportunities for Washington Kids

Washington Student Achievement Council · April 19, 2017



# ~740K job openings in Washington state between 2016–2021

Outpacing national forward-looking average and Washington historical trends



**WA growth is ~3x US projected growth rate;  
1.2X WA historical growth rate**

# Jobs are classified into three categories: Career, Pathway and Entry Level

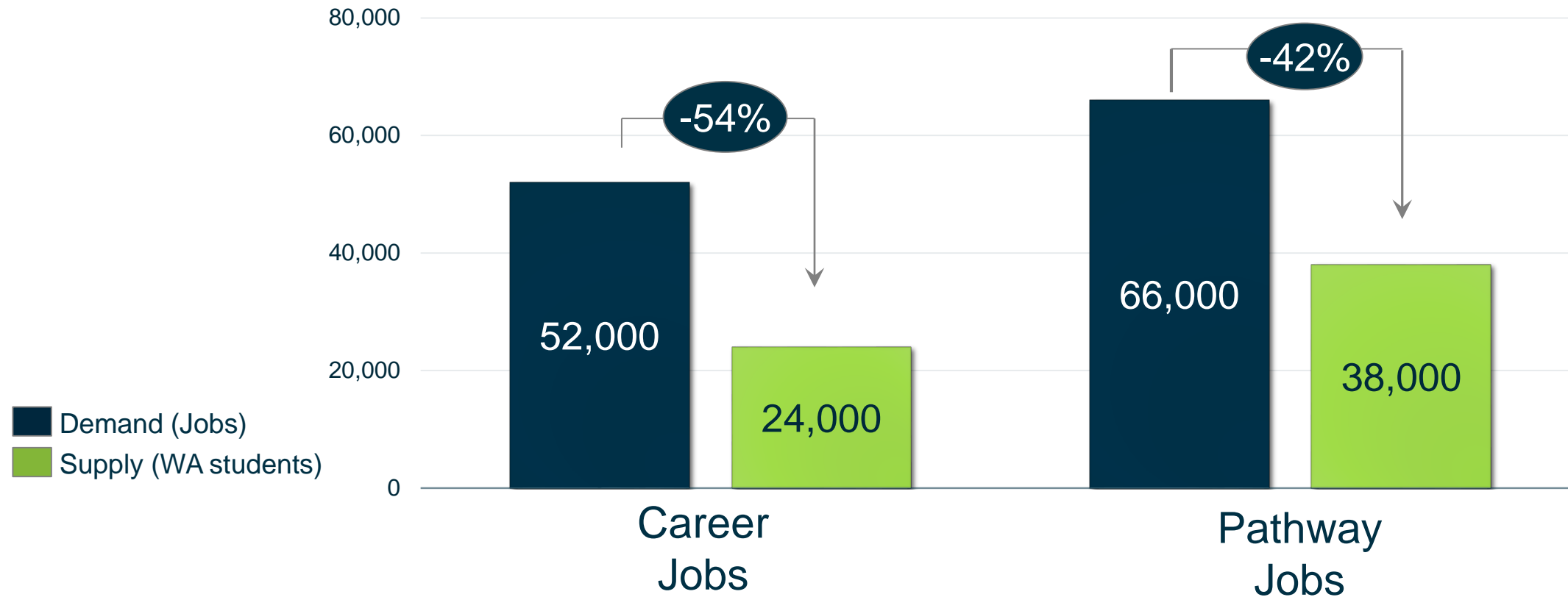


**While all jobs are valuable, Career Jobs tend to provide a higher level of financial security for Washington families**

1. Annual salary; 25th percentile to 75th percentile for WA; National salary data used when WA data was unavailable  
NOTE: WA median salary = \$41,000/yr.; WA median household income = \$63,000/yr.  
Source: Bureau of Labor Statistics, American Census Survey; WA State Employment Security Department; Boston Consulting Group analysis

# WA will continue to import skilled workers, but we want and need more of our students to compete

Annual Supply (Washington Students) vs. Demand (Washington Jobs)



Note: Estimated supply calculated based on average Washington student cohort (80,700) and applying 31% post-secondary attainment rate (25,000). This figure was then proportionally allocated across job categories based on the number of jobs expected to be filled by job seekers with a post-secondary credential. Similar proportional allocation done for 69% of cohort who do not attain a post-secondary credential. Source: BCG analysis

Source: Boston Consulting Group analysis



# Preparing Washington Kids for Washington Jobs

**TODAY'S REALITY**

**31%**

of Washington High School  
Students Go on to Earn a  
Postsecondary Credential



**OUR GOAL: BY 2030**

**70%**

of Washington Students  
Earn a Postsecondary  
Credential By Age 26

Note: Current postsecondary attainment rate based on credential attainment of public high school students within seven years of the expected high school graduation, class of 2006.  
Source: Washington Roundtable Analysis of data from Education Research & Data Center and OSPI.

# There are many pathways to Career Jobs

**ENTRY LEVEL**

**PATHWAY**

**CAREER**



**Barista**  
\$21,000/year  
Earn a bachelor's degree from ASU while working as a part-time barista.

**Store Manager**  
\$50,000/year  
Major in retail management and advance to store manager.

**Training Specialist**  
\$65,000/year  
Transition to headquarters as training specialist.



**Electrical engineer**  
\$100,000/year  
Major in engineering and intern with Avista as student engineer. After graduation, return to Avista.



**Medical Assistant**  
\$35,000/year  
Enroll in a 2-year medical assistant program. Join Group Health after graduation.

**Registered Nurse**  
\$78,000/year  
With the support of Group Health, pursue LPN and RN degrees.



**Cyber Security Analyst**  
\$65,000/year  
Major in computer science and intern with PNNL. After graduation, return to PNNL.

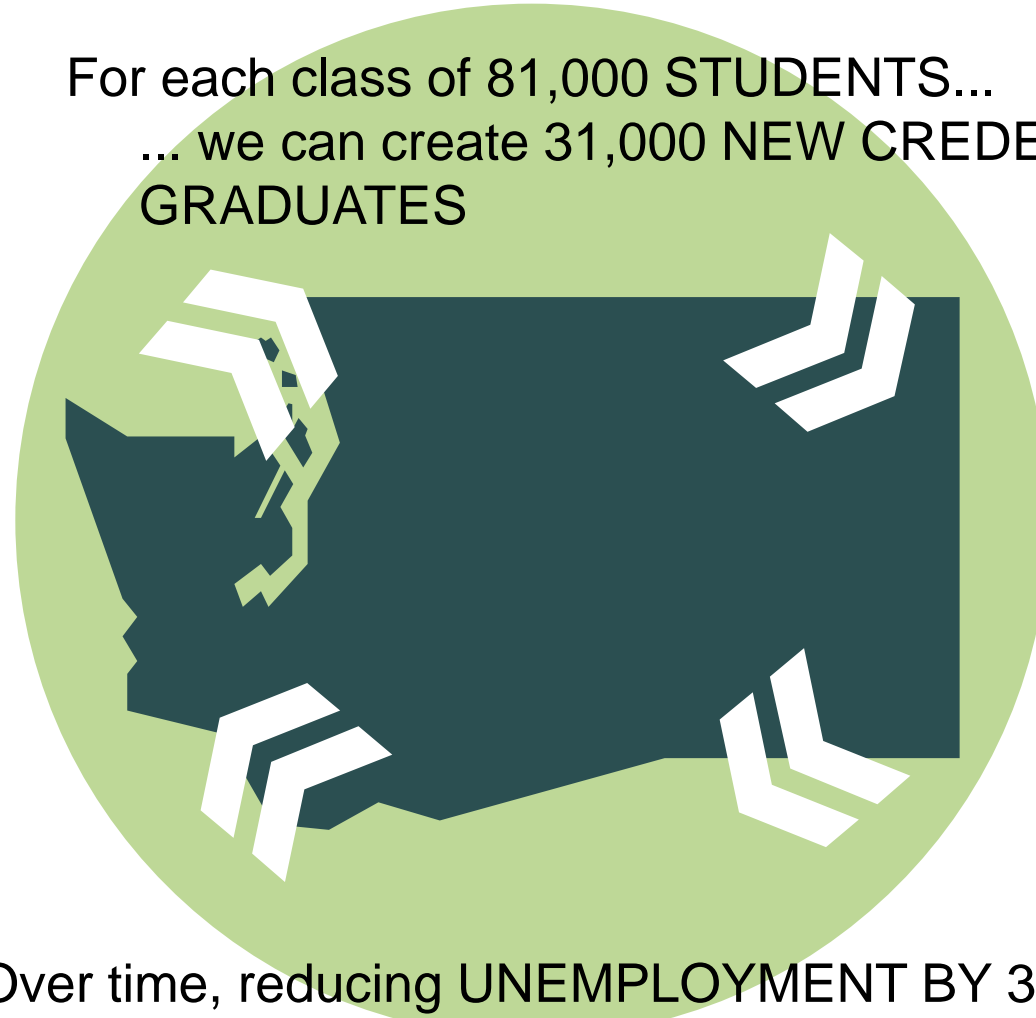
Note: Salaries displayed are WA state averages  
Source: Bureau of Labor of Statistics; Washington State Employment Security Department; Boston Consulting Group Analysis



# Improving WA kids **credential-attainment** to 70% will yield significant social benefits

For each class of 81,000 STUDENTS...  
... we can create 31,000 NEW CREDENTIALLED GRADUATES

All while SAVING OUR STATE \$3.5B a year in social spending



Who will each make an extra \$960K IN PERSONAL EARNINGS over their lifetime

Over time, reducing UNEMPLOYMENT BY 36%...  
...and POVERTY BY 48%

# “Cradle to career” approach to raising postsecondary attainment



**IMPROVE SCHOOL READINESS**, with an emphasis on low-income children and traditionally underserved student populations.



**IMPROVE THE PERFORMANCE OF OUR K–12 SYSTEM**, with an emphasis on raising achievement at low-performing schools among struggling students.

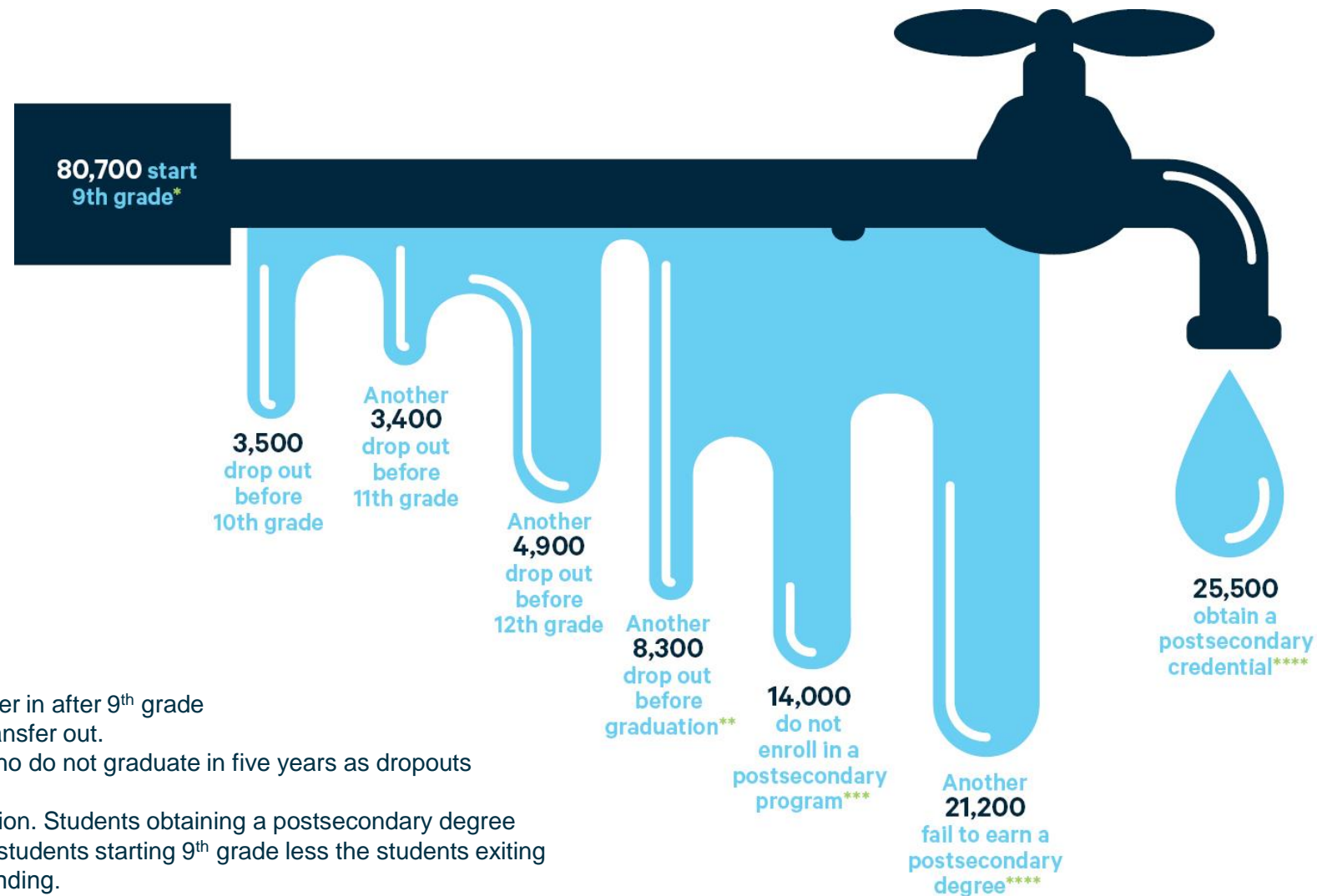


**INCREASE PARTICIPATION OF WA STUDENTS IN POSTSECONDARY ED**, with a focus on delivering degrees, certificates, and other credentials in fields that will be in high demand.



**HELP STUDENTS DEVELOP BETTER AWARENESS OF CAREERS THAT WILL BE AVAILABLE**, inspiring them to think about the skills necessary for career and pathway jobs.

# WA's economy is growing, but WA's schools aren't preparing enough students for this economy. Too many fall out over time.



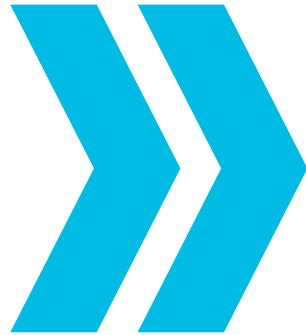
\* Includes students who transfer in after 9<sup>th</sup> grade and excludes students who transfer out.

\*\* Estimate counts students who do not graduate in five years as dropouts

\*\*\* Six years after graduation

\*\*\*\* Seven years after graduation. Students obtaining a postsecondary degree does not equal the number of students starting 9<sup>th</sup> grade less the students exiting the “leaky pipeline” due to rounding.

Source: Analysis of data from Education Research Data Center, OSPI.



Resources for  
Students, Parents and  
Educators  
[Readywa.org](http://Readywa.org)

### Translations



### Ready WA Videos



### Teacher Voices Network



### Opt In For Student Success



### Smarter Balanced Assessments



### Frequently Asked Questions



### Parent Guides/Handouts



### Next Gen Science Standards







# Join the Conversation



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