

GROWING TALENT AT THE COMMUNITY LEVEL

A conversation with the
Washington Student Achievement Council and
Washington State Opportunity Scholarship



Washington's Generous and Flexible Financial Aid

- The misleading “conventional wisdom”
 - Financial aid only supports traditional college degree programs
 - Except for student loans, financial aid is just for poor people, probably very poor people
 - This is all about people who are 18-24 years old
- WA College Grant covers
 - All credit-bearing CTE programs
 - Apprenticeships regardless of credit for RSI
 - Eligibility up to median family income
 - \$64,500 for family of 4 = maximum award (full tuition and fees at publics)
 - Up to \$107,000 for family of 4 = sliding scale
 - All ages but with lifetime limits



Leading with Community Needs

- State infrastructure
 - Support for colleges, university and training programs
 - Financial aid
 - Communications/outreach tools and networks
 - Technical assistance
 - Build it and they will NOT come
- Broad partnerships at the community/regional level should lead
 - Regional Challenge Grant
 - \$6M/\$8M/\$8M for three years into a fund
 - Proposing an increase
 - Possible philanthropic “match”
 - Partnerships that can change community and societal culture on the ground
 - Program support for the priorities of the partnership



The Expanding Role of Employers

- Tight labor markets are changing employers roles
- Health care is the clearest example that we can see
 - Focus on lower to middle skill positions
 - Probably requires DOH licensure
 - Earn to learn models are popping up all over the state
 - Challenges with existing local programs, or lack thereof
- Role of employers in Regional Challenge Grant partnerships
- Proposing additional flexibility to support employer-connected pathways as experiments



Building Pathways to Career Success

- Focus on the pathway, not just the program
- Getting folks onto pathways is a major challenge
 - The establishment is not very good at that
- Understand the different challenges facing adults and many of the recent HS grads who don't continue now
- Support learner mobility and accumulation of credentials
 - Avoid “they want to teach me what I already know”
- Understand the importance of place
 - The industries
 - The jobs
 - The skills



What's your Dream Statement?

“If we were able to produce (number) new (job title: medical assistant, CNC operator) in the (sector: healthcare, manufacturing, timber) industry a year, we'd be the most popular people in the county”

WASHINGTON STATE
OPPORTUNITY
SCHOLARSHIP



Kimber Connors
Executive Director
She/her/hers

OUR STORY

WASHINGTON STATE
OPPORTUNITY
SCHOLARSHIP

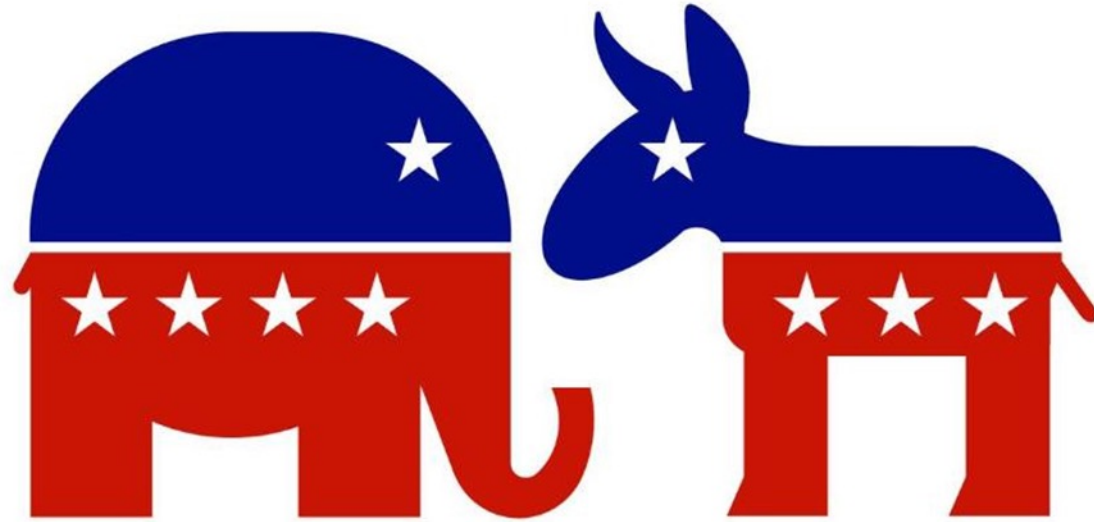
History: Unique, public-private model launched in 2011 with cornerstone partnership of \$25M from MSFT, \$25M from Boeing and a dollar-for-dollar match commitment from the state

Mission: To build pathways into high-demand Washington careers for Washington students.



BIPARTISAN SUPPORT

COURTESY FLOKOR



OUR WORK



- **Build a qualified workforce** to fill high-demand STEM, health care and trade industries
- **Create pathways** for those historically left out of opportunity
- **Change communities** by breaking the cycle of intergenerational poverty



WASHINGTON STATE
OPPORTUNITY
SCHOLARSHIP

Earn a **post-secondary credential** in a high-demand STEM, health care or trade field

Gain **employment** in field of study in WA state within nine months of graduation

THEORY OF CHANGE | Scholarships + Continuum of Support Services

OUR SCHOLARSHIP PROGRAMS

Up to \$22,500

Bachelor's in STEM or
health care

BaS

WASHINGTON STATE
OPPORTUNITY
SCHOLARSHIP

BACCALAUREATE

\$1,500 / quarter

Apprenticeships,
associates or certificates

CTS

WASHINGTON STATE
OPPORTUNITY
SCHOLARSHIP

CAREER & TECHNICAL

**RURAL
JOBS**

WASHINGTON STATE
OPPORTUNITY
SCHOLARSHIP
A CAREER & TECHNICAL SCHOLARSHIP INITIATIVE

Up to \$25,000

Doctorate of Nursing
Practice
DNP/MSN

GRD

WASHINGTON STATE
OPPORTUNITY
SCHOLARSHIP

GRADUATE



SCHOLARS ARE



students
of color



first-generation
college students



women

**64%
less likely**

to **leave school**
between first and
second year



SCHOLAR LEAD

2x

as likely to
graduate in four
years

**14%
higher**

earnings than their
peers



SKILLS THAT SHINE

DOUBLE

the **income** of
their family within
five years of
graduating

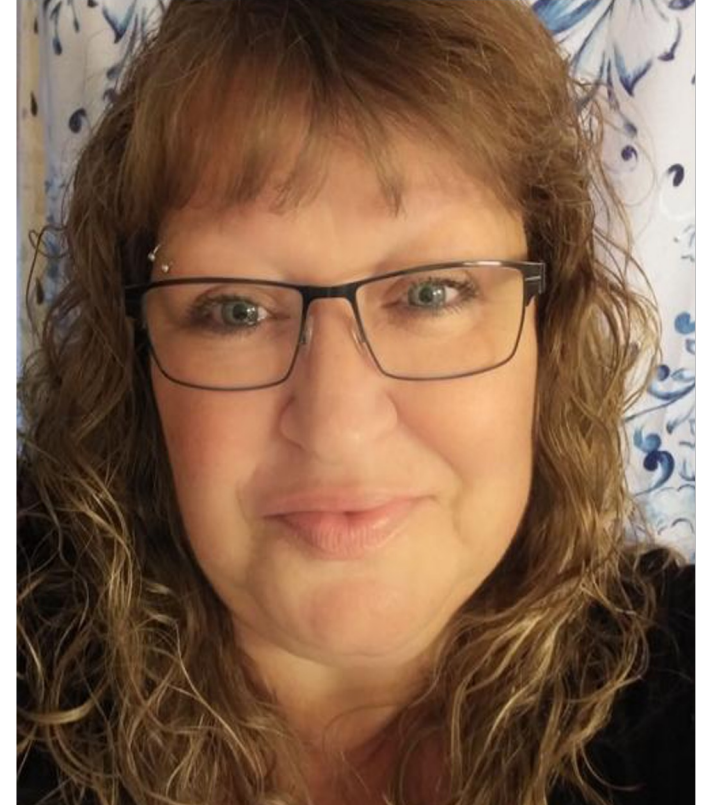
PEOPLE BEHIND THE NUMBERS

Vanessa is a proud member of the Cherokee Tribe, a single mom and lives in Cowlitz County. She and her daughter, also a new college student, survive on a modest disability income. After being clean for 22 years, she wants to pay it forward by becoming a chemical dependency counselor for others who are recovering from addiction.

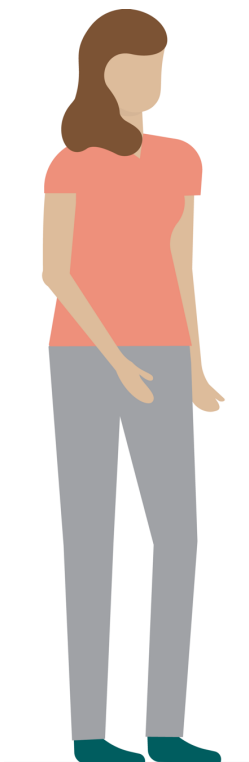
“It’s just **WSOS** was a **godsend** for me. Really, I don’t even know any other way to put that. I don’t know what I would have done.”

Vanessa Davis

*Opportunity Scholar in RJJ
Lower Columbia College*



*WSOS is a win-win-win for
students, taxpayers and industry.*



WIN-WIN-WIN

INVEST LOCAL WITH WSOS

Leverage	City, county and federally recognized tribes can take advantage of the dollar-for-dollar state match to tailor WSOS model to local needs
Tailor	Create exclusive seats for your students while targeting unique community or economic needs
Save	Preserve the government dollars and time needed to self-administer a scholarship or multiply/complement an existing program
Achieve	Improve persistence rates by increasing resources to students through WSOS support services



City of Seattle



SEATTLE INVESTMENT= \$385,000
+ STATE MATCH = \$770,000
OPPORTUNITY SCHOLARSHIP DOLLARS



CITY FOCUSED ON DIVERSIFYING
WORKFORCE, WITH HIGHEST
CONCENTRATION OF STEM JOBS IN US



This investment represents our city's commitment to improve educational outcomes for Seattle BIPOC, first-generation students experiencing financial hardship.

We need more BIPOC students contributing their brilliance and talent to our local STEM and health care workforce.



- Dr. Dwane Chappelle, Director
of the Seattle Department of
Education and Early Learning

A CONVERSATION STARTER

What do you think are the missing pieces on the ground to help folks in your area access opportunity?