

# 2030 STRATEGIC PLAN



**CAREER  
CONNECT  
SOUTHWEST**

# EXECUTIVE SUMMARY

By 2030, more than 70% of high-demand, family-sustaining wage jobs available in our state will require postsecondary degree credentials; 68% of those will require postsecondary STEM credentials or foundational STEM literacy. Career Connect SW is a Network of system actors in the ESD112 region that work to ensure that our cradle to career system is poised to meet this demand. This strategic plan represents the common vision and mission of our 30 school districts, three institutes of higher education, workforce boards and over 80 employers and community-based organizations.

## We believe that:

- Preparing students to graduate STEM Literate, with the knowledge and skills to succeed in future-ready careers, and with a solid Career Connected Learning foundation is a primary catalyst for impacting the region's economic future;
- Multiple postsecondary education and training pathways exist to meet the needs of employers as well as potential employees and that these pathways are not currently accessible to all students; and
- A commitment by the major stakeholders in each region to address the college and career readiness gap through collective impact is essential, as no one entity can tackle complex systems-level problems.

Through the efforts outlined in this strategic plan, CCSW aims to create an equitable, sustainable talent pipeline, increasing opportunities for all students to thrive in Washington's evolving economy.

## Mission

Career Connect SW engages with K12, higher education, business, industry and the community to expand the skilled workforce by supporting opportunities for students to explore and prepare for in-demand and sustaining careers in every community in the ESD 112 region.

## Vision

Each student graduates STEM Literate with clear pathways from school to prosperous career opportunities that are not limited by social, cultural, gender, racial, geographic or economic factors.

# Goal 1: Increase the Postsecondary Readiness of SW WA's Students

While more than 70% of high-demand, family-sustaining wage jobs available in our state will require postsecondary degree credentials, currently less than 40% of our region's students enroll in a credential program within one year of graduation. Furthermore, available data does not address all available pathways to achieve credentials.

**Theory of Action:** If CCSW Network Partners employ evidence-based strategies that increase post-secondary enrollment, then the class of 2030 will increase direct enrollment to 70% and overall credential completion will increase regionally to 60%.



## Engagement Strategies

- Identify and scale regional models that provide evidence-based strategies that increase postsecondary readiness.
- Share, gather feedback, and build capacity through the Network's multiple advisory structures and work groups.
- Build data sharing culture with K12/IHE partners so that High School and Beyond Plan (HSBP) and CTE Completion are available as complementary metrics for documenting career exploration and prep.
- Develop a qualitative understanding of community and family values, expectations and needs to support postsecondary readiness through partnership with community-based organizations and direct outreach.
- Address rigor of academic programs to better prepare K12 students for college and support the preparation of the institutes of higher education (IHE) system to orient and retain students from communities historically marginalized in higher education.
- Partner with local IHE to streamline and simplify the dual credit articulation, communication and transcription process.
- Work with Network partners to elevate career technical and non-degree pathways to provide clear information and guidance on navigating into these programs.

## As Measured By:

- An increase in the percentage of high school students who enroll and transcribe at least one dual credit course.
- An increase in the overall FAFSA/WASFA completion rate to 75% regionally.
- An increase in the comprehensive use of the High School and Beyond Plan so that every student meets individually with a College and Career Advisory, and families are informed of their plan.
- An increase in the percentage of high school graduates who enroll in a postsecondary institution by October 31 following their high school graduation
- An increase in CTE completers and opportunities to move swiftly from high school to Career Launch, including registered apprenticeship.
- Summarize the learnings from a minimum of 15 family and community oriented postsecondary engagements and share broadly via the postsecondary readiness work group.

## 2024-25 Priorities & Objectives

1. Launch the Horizons Advising partnership with support from the Limitless network to test the four keys to Postsecondary Readiness (Dual Credit, Quality Advising, Career Exploration and Financial Literacy).
2. Share the data, interventions and evidence-based drivers with key stakeholders, including the Postsecondary Work Group, Advisory, School Boards and Families.
3. Formalize and expand the Rural CTE Cooperative, ensuring that each course provides dual credit and is poised to grow into a CTE graduation pathway in 25-26.
4. Convene a Career Launch and Registered Apprentice Student Forum with Clark and Lower Columbia Colleges to ensure that representatives from community and technical colleges, from labor, and from the apprenticeship system are engaged in regional strategy development and execution.
5. Launch 1-3 Apprenticeship Prep Programs to enhance regional awareness, increase enrollment and further expansion potential.
6. Expand the Postsecondary Readiness Data Dashboard to include all regional school districts; identify and create a local Data Intermediary to gather, store, secure, translate and visualize postsecondary outcomes.

## Postsecondary Readiness ESD112 Regional Baseline (2023-24)

FAFSA Completion

43%

Class of 2022 Direct Enrollment

45%

Completion by age 30

37%

## Goal 2: Elevate Participation in Career Connected Learning for ALL Learners

Washington's future STEM jobs offer great promise and opportunity. But the pathways to postsecondary education aren't always clear or accessible. Students on strong career pathways, accessed through Career Connected Learning, are better positioned to gain jobs that provide the economic security needed to contribute to the vitality of their families, communities, and local economies.

**Theory of Action:** If Network Partners align their opportunities to the Career Connected Learning continuum early and often, beginning in kindergarten, then 100% of Network students will participate in Career Exploration, and over 50% of high school students participate in Preparatory activities.



### Engagement Strategies:

- Support partners in expanding into elementary and middle school Career Exploration opportunities through technical assistance and funding.
- Enable the expansion of Career Launch programming through technical assistance and funding.
- Grow Program Builders and refine CCSW pass-through funding process to create equitable distribution, and to promote data collection and sharing
- Convene regional CTE General Advisories and partner on industry-specific advisories to provide a forum for employer engagement, education and voice.
- Scale nPower Girls so that the program is available in each district and has a sustainable funding structure.

### As measured by:

- Increase in annual Career Launch enrollment regionally so that Southwest Washington meets the share of growth needed to meet statewide near-term goals.
- Individual districts have a K12 roadmap for College and Career Readiness.

- Documentation of comprehensive Career Connected Learning on the HSBP through a universal platform.
- Partners report access and use of CCL/ Career Pathways data at least annually, which continually drives stakeholders to develop programs and solutions for targeted groups of learners.

## 2024-25 Priorities & Objectives

1. Secure 5-6 New Launch endorsements (Lower Columbia, Clark, employer-driven, Rural CTE Cooperative) and increase regional enrollment by 1,086 students.
2. Build 6 new CTE Graduation Pathways through the Rural Cooperative that embed the CCL Continuum and align with a Career Launch program.
3. Co-Develop with K12 partners an explore-prep-launch visual pathway that each district can customize.
4. Convene internship stakeholders' group to document current availability of and equitably grow access to paid work-based learning.
5. Revise the CCSW Catalyst Funding to directly support strategic goals, identifying the submissions that serve the highest need populations and target the largest CCL gaps.
6. Improve the organization, outreach and training of nPower Girls Facilitators and increase the number of afterschool programs from 6 to 10, reaching over 600 students.
7. Provide access to regional CTE enrollment and completer data to partners; use this in developing regional Comprehensive Local Needs Assessments.

## Career Launch Opportunities

Total slots filled/Available



-  AST2 Engineering 575/600
-  Surveying & Geomatics 18/50
-  Cybersecurity 45/48
-  Network 60/80
-  Early Childhood 118/150
-  Cuisine Management 27/30
-  Professional Baking 23/50
-  Toyota T-Ten 23/40
-  HiTecc 24/40
-  Welding 42/50



-  Advanced Manufacturing 25/25
-  Construction Trades 25/25

## Goal 3: Build Network Capacity to improve early learning outcomes through postsecondary completion with an emphasis on STEM literate graduates



Network partners are key drivers in developing local solutions to address the Cradle-to-Career system in their communities. Through shared learning and open dialogue, they help scale breakthrough solutions that benefit all students in SW Washington. Each organization fulfills their role in our collective mission to increase early learning outcomes and postsecondary completion with an emphasis on STEM literate graduates

**Theory of Action:** If Network Partners engage in our collective mission to improve early learning through postsecondary completion with an emphasis on STEM literate graduates, then the Network's influence on the system will be clear and measurable in the region; students will have authentic experiences in local career pathways; and industry will routinely invest in the future workforce.

### Engagement Strategies

- Convene a series of Business-Education Summits in partnership with statewide Sector Leads focused on employers, higher education and training partners, workforce and economic development councils, and K12 leaders for structured conversations and sector-specific action planning.
- Support the Early Learning system in SW WA to provide opportunities for families to grow their sense of belonging and identity in early STEM.
- Provide district and community learning to define and develop a shared definition of STEM literacy
- Grow and establish a cross-sector 'Community of Practice' for Registered Apprenticeships to inform the available slots, recruitment, enrollment, completion and reporting.



## As measured by

- Measure attendance and engagement at quarterly cross-sectional stakeholder meetings and shared events and initiatives: CTE General Advisory Boards and regional Comprehensive Local Needs Assessment.
- The number of joint initiatives and projects engaged in connected work - YES, Reach, Early Learning Business Champions, Migrant Ed support, ESDU/LEADER
- The number of shared strategic plans that cross reference Network in partner mission work
- The amount of funding and resource allocation through CCW Program Builder grants, CCSW Network funds, Washington STEM Catalyst funds and other statewide sources of support for Career Connected Learning and STEM Literacy.
- The Number and duration of long-term partner commitments and changes to regional practices (i.e. dual credit, CTE advisory, less repetition in work streams)
- Increase in awareness of STEM literacy at district and community level.

## 2024-25 Priorities & Objectives

1. Host 4-5 Sector/Education Summits each year that result in industry- and regionally specific action plans
2. Revise Program Implementation, Work Groups, Advisory and Governance board to increase Justice Equity Diversity and Inclusion principles and maximize engagement by partners.
3. Participate in STEM teacher pipeline development with Beyond 100k, LEADER, PESB, ESDU, and Center for Scaling the Teaching Profession (Sector Lead).
4. Support the developing and documentation of opportunities for early learning providers and families to engage in higher quality early STEM experiences.
5. Co-develop and refine facilitation materials and strategies for engaging K12 leadership teams and families in making sense of workforce data, STEM Literacy and postsecondary enrollment data.
6. Establish year over year growth targets for: Number of active partners and quality of collaborative meetings (engagement/attendance); Joint initiatives and projects; Shared strategic plans - cross referencing Network in partner mission work, Funding and resource allocation, Long-term partner commitments.





# CAREER CONNECT SOUTHWEST

A PROGRAM OF EDUCATIONAL SERVICE DISTRICT 112

## About Us

Career Connect Southwest is one of nine regional career connected learning networks under the larger Career Connect Washington (CCW) as well as a partner network of Washington STEM. CCSW is funded through Career Connect Washington, Washington STEM and the contributions of school districts, higher education partners, business and industry.



## Contact

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