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Page 2: Tell us who you are!

Q1 Contact Information

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Page 3: Award Categories

Q2 Select a category. Corporate Support

Page 4: Corporate Support

Q3 Project Title

Career Explore Northwest

2019 Development Awards - Application Form

Q4 What was the overall goal of project, problem it sought to solve or opportunity it sought to leverage? (suggested word count 100-250)

For years, when we talked with business and industry professionals about supporting KSPS with underwriting or marketing partnerships, we heard the same refrain: we don't need marketing, but we do need a better workforce.

Led by KSPS Corporate Investments and Partnerships officer Jason Miller, our team developed a plan to support workforce development in our region. We wanted to advance our key education strategy; engage companies across all industries; meet real needs for career education in our schools; foster partnerships with colleges, universities and other community organizations; and attract significant corporate funding for KSPS.

The result was, and is, Career Explore Northwest- an on-air and online video series highlighting in-demand jobs in our region, paired with a robust website aimed at students and young adults providing practical, updated, local information about specific jobs such as salaries, training, demand, interest areas, and typical shifts.

Its goal and purpose is to create a bridge between students and career opportunities in the Inland Northwest, be an exploration tool to help young people see opportunities that may not be readily apparent within their circle of family and friends; help them navigate their career paths; and also help local employers find the workers they need. This tool also fits into the Career Connected Learning Framework that is being encouraged by state leadership in Washington.

Q5 Describe the activity, what it achieved, and why it was successful. (suggested word count 200-400)

KSPS gathered sponsors and created job spotlight videos of in demand jobs in the region featuring workers who share their passion for their work, including information about the many intangibles that are so important to fulfilling careers, such as working environments, a sense of fulfillment, variety, and growth potential.

To further enhance this exploration tool for students and adults, KSPS also created a website, www.careerexploreinw.org that not only showcases the videos, but also provides helpful information such as average salary in our region, typical skill sets required, typical hours needed, and levels of education needed to achieve that particular job. All data comes from our regional workforce council.

Regional school districts welcome this new tool, especially their career counselors, who work with students as they navigate their paths to a rewarding career. In addition, the Spokane Public schools have allowed our KSPS job spotlight videos to be streamed on to their student intranet site, "School links", so students have yet another access point to find out about careers in our region.

KSPS works with a community advisory council specific to this project. This advisory council is comprised of representatives from our regional chamber of commerce, our workforce council, our 3 largest school districts, the community colleges, and our business sponsors. This group meets quarterly here at the KSPS studios to focus on and grow this initiative and community tool.

The success of this project is ongoing and long term. Students are learning about jobs and careers they may not have known about before. Employers have a new way to reach youth and fill their talent pipeline, and the project has positioned public television in our region as working in partnership toward a community solution.

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Q6 Tell us any metrics or benchmarks that show the success of project. Please consider quantitative and qualitative data. (suggested word count 100-250)

Income: Over \$160,000 in its first 12 months.

Number of sponsors: 15 corporate sponsors to date. 11 of which are brand new donors to KSPS.

Schools who have adopted it: Spokane Public Schools, NEW ESD 101, Community Colleges of Spokane, North Idaho College.

Usage metrics: We started taking metrics on October 10th are very happy with the initial results in just 4 months.

CENW Website (Oct. 10th - Apr 24th)

- 6610 Unique Users
- 9344 Page views
- 1:27 Average Duration
- 49.5% of people through organic search
- The vast majority of people viewing the site are on a Windows operating system using Google Chrome
- Most users are below the age of 35
- MacKay Manufacturing, our first sponsor, also reports that 40% of their website traffic is now coming from the CareerExplore NW website.

PBS Learning Media: We have also loaded our videos on to PBS Learning Media, where in the January metrics had over 590 downloads in just a 4 month period of being posted. <https://ksps.pbslearningmedia.org/collection/career-explorationstem/>

This project has strengthened our partnership and relationship with regional schools. We have been invited to multiple career fairs to showcase the project. We are getting positive feedback from students, teachers, and businesses. We have presented at professional development days for teachers, and also been highlighted at our local Journal of Business Workforce Development forum attended by over 250 local business.

Positioning for the Future – CareerExploreNW is well positioned to continue growing. It is relevant, timely, and community solution oriented. The educational community and the business community are welcoming with open arms, promoting it, and putting funding behind it.

Q7 Tell us how the project leveraged national or local content (primetime, KIDS, pop-out, etc). (suggested word count 100-250)

We were proud to have a full page article on our project in the regional Journal of Business just a few months ago. See attached document.

Q8 Do you have any supporting materials or items to upload? (optional) **Yes**

Page 10: Additional Items

Q31 Please upload all materials as a single document.

Support materials document.pdf (427.7KB)
