



# Workforce Training and Education Coordinating Board

IMMEDIATE RELEASE

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## **SIEMENS FOUNDATION AND ADVANCE CTE AWARD WASHINGTON \$20,000 TO DRIVE MORE STUDENTS TO HIGH-QUALITY CTE IN THE STATE**

OLYMPIA – Today, the Siemens Foundation and Advance CTE are proud to support the Workforce Training and Education Coordinating Board in Washington in their efforts to promote Career Technical Education (CTE) and implement recruitment activities for parents and students in the state. Washington is one of four states selected through a competitive process to incorporate nationally tested messages about CTE in a variety of in-person events and virtual campaigns.

Too often, CTE programs still evoke an image of outdated vocational education that does not prepare students for their college and career aspirations. In reality, CTE programs are relevant to all sectors and career fields, regularly engage students through work-based and hands-on learning, and provide seamless pathways between high school and college and the workplace. Today, too many students and parents are unaware of the CTE programs in their own communities, and how these programs equip students with the academic, technical and employability skills necessary to succeed in postsecondary education and the labor market.

To address this, Advance CTE, with support from the Siemens Foundation, is conducting national research on the messages that best resonate with parents and students to encourage students to engage in CTE programs.

As part of the effort, Advance CTE will work with Maryland, Indiana, New Jersey and Washington to implement recruitment activities incorporating the nationally-tested messages in their work. Specifically, Washington will receive \$20,000 and eight months of technical assistance from Advance CTE to bring the voices of business and industry directly to students and parents to demonstrate the viability of CTE as a pathway to economic success. The Workforce Training and Education Coordinating Board will use video as the primary mechanism to get out the messages around this work by providing technical support and a market-ready video template to school district CTE directors to be used and produced by CTE students. Through a toolbox of resources, Washington will support districts spanning urban, suburban and rural areas, in producing short videos that market CTE to students and parents.

“Students and their parents need to know there’s more than one way to succeed in college and employment, and CTE can often get you there faster and for less money,” said David Etwiler, CEO of the Siemens Foundation. “It’s no secret that our economy is and will continue to value the skill sets provided by CTE programs, particularly those in STEM. It’s time

for our society to do the same, and we're hoping that driving communications around this value will do just that."

"Today's CTE programs are engaging and provide students with the opportunity to explore career options, gain real-world skills and prepare for their future," said Kimberly Green, Executive Director of Advance CTE. "One of the greatest challenges we face is telling the story of CTE's success in a way that makes it a viable option for more parents and their children. We are excited to work with these states to build creative recruitment efforts so that more students can find success through CTE."

This work is not only critical to student success, but also to our nation's economy. Nearly half of employers [cite difficulty](#) finding skilled employees, and [five out of the 10 careers](#) employers are having difficulty filling are in STEM career fields. This work will ensure that students are being prepared for careers in their field of interest, while also creating a pipeline of talented and skilled employees in STEM industries.

Learn more about this project here: [www.careertech.org/recruitmentstrategies](http://www.careertech.org/recruitmentstrategies)

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#### [About Siemens Foundation:](#)

The Siemens Foundation has invested more than \$100 million in the United States to advance workforce development and education initiatives in science, technology, engineering and math. The Siemens Foundation's mission is inspired by the culture of innovation, research and continuous learning that is the hallmark of Siemens' companies. Together, the programs at the Siemens Foundation are closing the opportunity gap for young people in the U.S. when it comes to STEM careers, and igniting and sustaining today's STEM workforce and tomorrow's scientists and engineers. For further information, visit <http://www.siemens-foundation.org/> or follow @sfoundation.

#### [About Advance CTE](#)

Advance CTE: State Leaders Connecting Learning to Work is the longest-standing national non-profit that represents State Directors and state leaders responsible for secondary, postsecondary and adult Career Technical Education (CTE) across all 50 states and U.S. territories. Established in 1920, Advance CTE supports visionary state leadership, cultivates best practices and speaks with a collective voice on national policy to promote academic and technical excellence that ensures a career-ready workforce.

#### [About Workforce Training & Education Coordinating Board](#)

The Workforce Board is a state agency that monitors and evaluates the state's key workforce programs and also provides leadership on policies that help all Washington residents get the education and training they need to obtain living-wage jobs.