

# Washington Competes

**PRESENTER NAME:** Paul Francis, Council of Presidents

**BOARD MEETING DATE:** 11/2/2016

**BOARD MEMBER SPONSOR NAME:** Lee Anne Caylor & Beth Thew **DISCUSSION TIME:** 15 minutes

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| <p><b>ISSUE/SITUATION:</b><br/>Be concise- 1 or 2 sentences that get to the heart of the situation, problem or opportunity being addressed.</p>                                                                                                                                                                                   | <p><b>THE ISSUE/OPPORTUNITY IS:</b><br/><br/>The Council of Presidents is requesting that the Workforce Board endorse the Washington Competes proposal. Washington needs a dramatic increase in the number of all postsecondary credentials in order to meet state and workforce needs – particularly in STEM and other high demand fields. We also know that our population is increasingly diverse; many of the fastest growing populations are at the same time least likely to participate in postsecondary education. Washington is competing with other states and countries to best position itself to succeed in a global, knowledge-based 21<sup>st</sup> Century economy. If we are to be successful we have to invest in high-quality education and training options for Washingtonians.</p>                                                                                                                                                                    |
| <p><b>TAP STRATEGIC PRIORITY:</b><br/>Which TAP strategic priority or priorities does this recommendation support? Can you tie to specific goals and objectives in TAP? Briefly describe these connections. If the connection is unclear, describe why this is of consequence to the Workforce Board and/or workforce system.</p> | <p><b>SUPPORTS TAP STRATEGIC PRIORITY:</b><br/><br/>The populations with barriers under WIOA are all populations that would benefit from additional education and training. Washington Competes very much aligns with the TAP strategic priorities related to workforce needs and addressing the skills gap as well as ensuring that customers receive integrated services leading to employment and careers. We are seeing a greater number of non-traditional students who desire to access postsecondary education as adults as well as students who want to return to school to complete a credential – Washington Competes sets a framework for us to expand our focus on transfer students, veterans, low-income students and others to serve them in a holistic, comprehensive manner. Essentially we want these students to be able to access higher education, graduate in a timeline manner with a high-quality credential, and succeed in the labor market.</p> |
| <p><b>POTENTIAL IMPACT:</b><br/>Effect on people, businesses, communities. What is better or different from other existing strategies?</p>                                                                                                                                                                                        | <p><b>IT IS SIGNIFICANT BECAUSE:</b><br/><br/>Washington Competes is an investment in Washington residents. A postsecondary credential leads to economic self-sufficiency and provides a myriad of benefits to all of society. This proposal is attempting to increase the number and quality of credentials to better serve existing and emerging needs.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <p><b>OPTIMAL NEXT STEPS:</b><br/>What do you really want to happen as a result of this discussion with the Workforce Board?</p>                                                                                                                                                                                                  | <p><b>MY IDEAL OUTCOME OF THIS DISCUSSION IS:</b><br/><br/>Board feedback on the Washington Competes proposal, and official Workforce Board endorsement. All organizations endorsing the proposal will be listed on the document.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <p><b>BACKGROUND:</b><br/>Short history of how this recommendation came to be. What has been tried, to what result?<br/><br/>What evidence exists to support this recommendation?</p>                                                                                                                                             | <p><b>RELEVANT BACKGROUND INFORMATION:</b><br/><br/>Presidents and others began this work earlier this year in an attempt to shift the conversation away from investment in one particular area or item and toward the broader needs of our residents and our state. For example, not merely focusing on the skills gap in the computer science field, but to broadly talk about the field-specific and broader communication and critical thinking skills that employers have articulated that they most value among their employees and how our colleges and universities can contribute to meeting those needs.<br/><br/>We know from extensive research that a postsecondary credential is valuable in the labor market. Our postsecondary system is viewed as one of the best in the nation. We also have surveys from employers as to the skills they find more desirable.</p>                                                                                       |

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| <p><b>STAKEHOLDER ENGAGEMENT, PROS AND CONS:</b><br/> Which stakeholders have been engaged in the development of this recommendation? What are the pros and cons of this recommendation?<br/> According to whom (which stakeholder groups)? Are there viable alternatives to consider?</p>                                                               | <p><b>STAKEHOLDERS HAVE PROVIDED INPUT AND THEY THINK:</b></p> <p>Washington's six public baccalaureate leaders worked together on development of Washington Competes. Council of Presidents staff has outreached to 15 different agencies and organizations – including higher education, K-12, nonprofit and business partners – in order to secure their feedback and endorsement. We very much view this as a collaborative effort that would benefit our entire state.</p>                                                                                                                                                                                                                                                                                              |
| <p><b>FINANCIAL ANALYSIS AND IMPACT:</b><br/> What will it cost to enact this recommendation?<br/> What resources will be used? Are new resources required? How much?<br/> Where will existing or new resources come from? Are there savings to be gained from this investment? Over what period? Are there other returns on investment to consider?</p> | <p><b>THE COST AND RESOURCE NEEDS OF THIS RECOMMENDATION ARE:</b></p> <p>We view higher education delivery as a partnership between students, the state, and our colleges and universities; therefore, everyone has a role to play in terms of the efficient receipt and use of limited resources. The Washington Competes proposal is our attempt to increase policymaker support for postsecondary education so as to meet state and workforce needs. We believe all areas of the state stand to benefit from an increase in the number of college graduates through increased state and local revenues, reduced reliance on social programs (which provides a cost savings to taxpayers), and more. This is a longer-term effort beyond just one legislative session.</p> |
| <p><b>RECOMMENDATION AND NEXT STEPS:</b><br/> What specific result do you want from the Board? Is this recommendation for discussion or action? If for discussion, will action be required at a later date?<br/> What next steps are expected after this discussion?</p>                                                                                 | <p><b>THE RECOMMENDATION AND/OR REQUESTED ACTION IS:</b></p> <p>Official Workforce Board endorsement of the Washington Competes proposal. We hope to continue to work in collaboration with the Workforce Board during the next legislative session and beyond to ensure a prosperous economy.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |