

**WASHINGTON STATE
WORKFORCE TRAINING AND EDUCATION COORDINATING BOARD
MEETING NO. 166
NOVEMBER 15, 2012**

CAREER AWARENESS CAMPAIGN

Workforce Board staff have been working with the Association of Washington Business, Fisher Communications and McNamee Media on developing a career awareness campaign targeted to high school students, recent graduates, parents, and high school teachers and counselors. The campaign would drive listeners and viewers to CareerBridge.Wa.Gov. Employers from target industry sectors would be sought to sponsor the campaign.

Board Action Requested: Discussion and adoption of the Recommended Motion.

Recommended Motion

WHEREAS, CareerBridge.Wa.Gov is a searchable online database of almost 6,000 education and training programs in Washington with direct links to career planning tools, labor market demand information and performance results, and

WHEREAS, this award-winning, nationally recognized website recently underwent changes in both its appearance and performance, making it faster, more informative and easier to use, and

WHEREAS, the Workforce Training and Education Coordinating Board has endorsed in *High Skills, High Wages 2012 – 2022* the need to enhance career planning for students and partner with employers to help students explore careers, and

WHEREAS, with over 10,000 web user visits a month, CareerBridge.Wa.Gov has the ability to provide online career exploration services to a great many more web users,

THEREFORE BE IT RESOLVED, That the Workforce Training and Education Coordinating Board supports staff and agency partners efforts to collaborate with communications professionals in finding innovative ways to broadly market youth career exploration and CareerBridge.Wa.Gov.