

Workforce Board Recommendation/Presentation

Google Pathways Presentation

PRESENTER NAME: Angela Crocker

BOARD MEETING DATE: 1/29/2020

BOARD MEMBER SPONSOR NAME:

DISCUSSION TIME ALLOTTED:

<p>ISSUE/SITUATION: Be concise - 1 or 2 sentences that get to the heart of the situation, problem or opportunity being addressed.</p>	<p>THE ISSUE/OPPORTUNITY IS: Learn more about a new partnership with Google that connects the Career Bridge website with Google Pathways to help Washington residents find education and training programs that lead to in-demand jobs. This new tool went live in Washington this month. It is designed to drive more customers to training programs that advance their employability, while also enhancing the discoverability of the 6,500+ education programs on CareerBridge.wa.gov. Once on Career Bridge, users can link to a wide range of system programs and services.</p>
<p>TAP STRATEGIC PRIORITY: 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>SUPPORTS TAP STRATEGIC PRIORITY: This supports the access and technology goal:</p> <ul style="list-style-type: none"> • Identify and encourage local pilot programs that use technology as a means of facilitating and improving an integrated service delivery for customers, including programs that are designed to improve access to the system.
<p>POTENTIAL IMPACT: Effect on people, businesses, communities. What is better or different from other existing strategies?</p>	<p>IT IS SIGNIFICANT BECAUSE: Google is a top search engine with a huge audience. Since launching Google Pathways in January, when Washington residents use Google to search for “jobs near me” or jobs in a local area, their search results show training programs that lead to in-demand jobs in their area. This includes links to Career Bridge to get more detailed information on thousands of Washington education programs. Google Pathways just went live in Washington and Indiana. Another pilot project is also underway in a portion of Virginia, and one is planned for Texas.</p>
<p>OPTIMAL NEXT STEPS: What do you really want to happen as a result of this discussion with the Workforce Board?</p>	<p>MY IDEAL OUTCOME OF THIS DISCUSSION IS: Provide Board members and meeting attendees with more information about how Career Bridge is becoming an even more pivotal education and training hub and a multiplier of system outreach and recruitment through partnerships such as Google Pathways.</p>
<p>BACKGROUND: Short history of how this recommendation came to be. What has been tried, to what result? What evidence exists to support this</p>	<p>RELEVANT BACKGROUND INFORMATION: Workforce Board staff have been meeting with Google as part of a pilot project the tech giant is launching in several parts of the country, including Washington, to connect jobseekers with job training programs. The concept is that when people use Google to search for jobs in their local area, they also receive information about education and training programs. The Workforce Board provided Google with data</p>

<p>recommendation?</p>	<p>from Career Bridge to populate the education and training search results, and show the performance of the programs, including employment and earnings data of recent graduates. When users click on a link to show more information about the program, it sends them to Career Bridge's already robust "Education Details" pages. Once on Career Bridge, users find easy access to a wide range of programs and services offered by the public workforce development system.</p>
<p>STAKEHOLDER ENGAGEMENT, PROS AND CONS: Which stakeholders have been engaged in the development of this recommendation? What are the pros and cons of this recommendation? According to whom (which stakeholder groups)? Are there viable alternatives to consider?</p>	<p>STAKEHOLDERS HAVE PROVIDED INPUT AND THEY THINK: N/A</p>
<p>FINANCIAL ANALYSIS AND IMPACT: What will it cost to enact this recommendation? What resources will be used? Are new resources required? How much? 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>THE COST AND RESOURCE NEEDS OF THIS RECOMMENDATION ARE: N/A at this time.</p>
<p>RECOMMENDATION AND NEXT STEPS: 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? What next steps are expected after this discussion?</p>	<p>THE RECOMMENDATION AND/OR REQUESTED ACTION IS: Help popularize this new tool with others, driving more jobseekers to Washington education and training programs, and the workforce development system.</p>