

Grow with Google

Pathways: Economic mobility for all

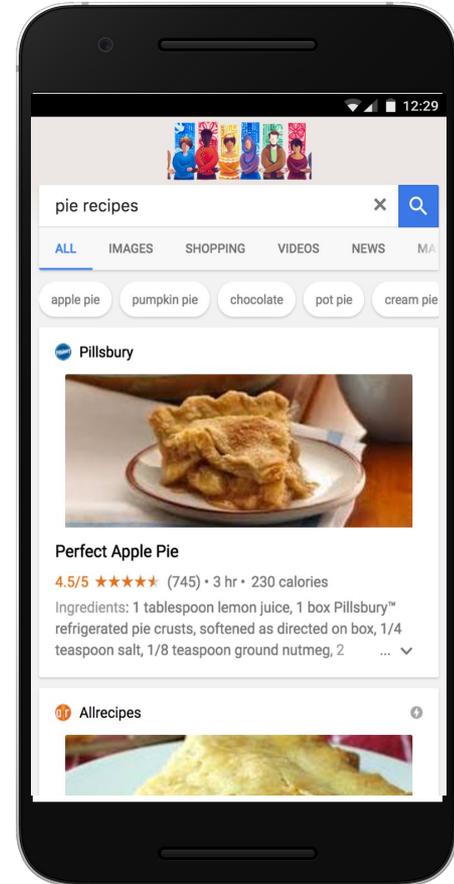
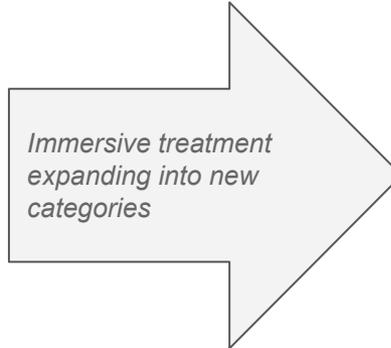
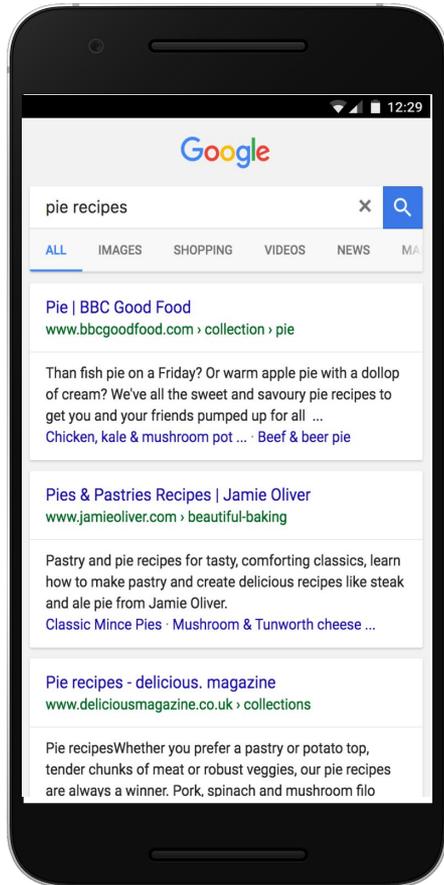
*Washington Workforce Training and
Education Coordinating Board*

January 2020
Angela Crocker | Global Product Partnerships

Table of contents

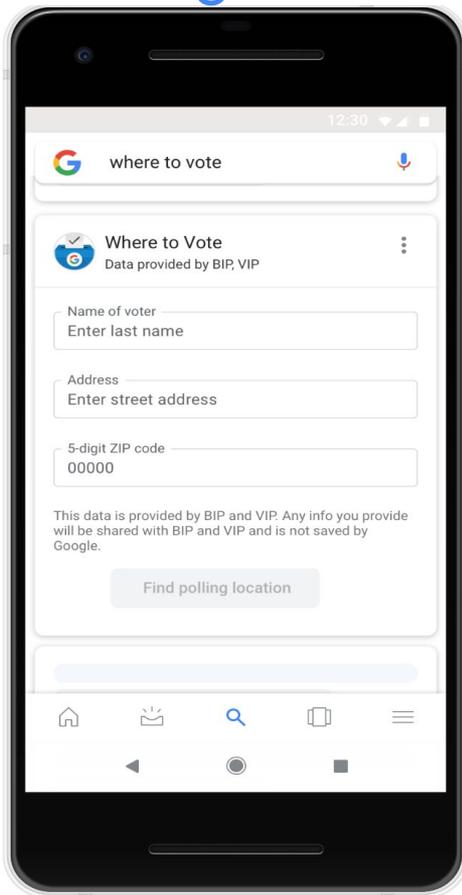
- Context
- Pathways vision and mission
- Pilot product
- Next steps

Users find rich features most helpful...

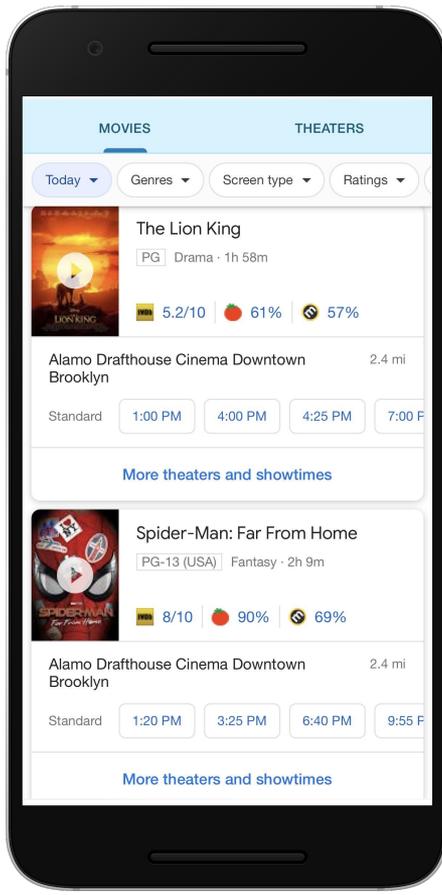


...in finding the most useful and relevant information

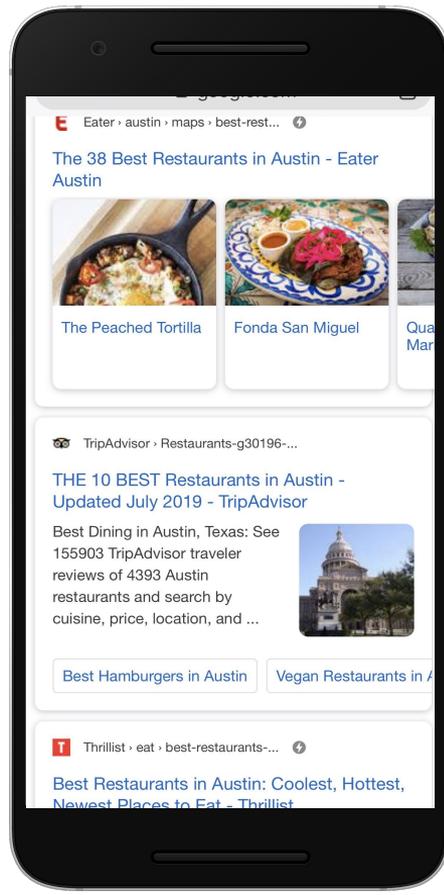
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[Voting and Elections]



[Movies]



[Dining]

Google Search supports economic opportunity

Education

Help students make informed **education planning** decisions, from test-taking to college selection to financial aid

Virginia State University

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PUBLIC UNIVERSITIES / VIRGINIA

VC Virginia Commonwealth... | VPI State University | GEORGE MASON UNIVERSITY

Virginia State University
Petersburg, VA · Public · 4-year

OVERVIEW ADMISSIONS COST MAJORS OUTCOMES

Virginia State University, also known as Virginia State, is a historically black public land-grant university located in Ettrick, across the Appomattox River from Petersburg.
[Wikipedia](#)

Avg cost after aid	Graduation rate	Acceptance rate
\$14K	45%	77%

Jobs Search

Make it easier for everyone to find **relevant, high-quality** jobs, including MOS code search for veterans

Enter your MOS code
Explore jobs that match your experience

300X1

Jobs in Near Indiana

- Aircraft Mechanic - Seeking Veterans with Military Experience ...**
LAUNCH Technical Workforce Solutions
Indianapolis, IN
via JSfirm.com
Over 1 month ago Contractor
- Dedicated CTP Fleet - Home Weekly**
Roehl Transport
Marion, IN
via GIJobs.com
2 days ago Full-time
- Military Veteran Seed Technician - Windfall, IN**
MONSANTO
Windfall, IN
via Monsanto Jobs
19 days ago Full-time

→ 100+ more jobs

Learn more Feedback

Pathways

Local, affordable, and effective **training programs** that lead to jobs

job training

ALL NEWS IMAGES MAPS VIDEOS

In-demand job fields
Near Richmond, VA

- Metalworkers and machinists**
Typical local salary: \$46K–\$47K
Paid training available
- Physical and occupational therapy assistants**
Typical local salary: \$61K–\$67K
Programs start at \$10.8K
- Medical technicians**
Typical local salary: \$30K–\$37K
Programs start at \$1.7K

Economic Opportunity at Google

Google Search

organizes and makes information universally accessible to enable economic opportunity for everyone

Grow with Google

helps people worldwide grow their skills, careers, and businesses by offering free tools, training, and events.



Google.org

supports organizations that use technology and innovation to power an economy in which more people have an opportunity to thrive.

National context

Finding qualified talent is #1 concern for businesses.

Over half of employers say the main reason they can't fill jobs is a lack of applicants with the **necessary skills**.¹

Yet, many Americans today feel a lack of opportunity.

In 1970, 30-year-olds had a 90% chance of **outearning their parents** (adjusted for inflation). In 2014, the odds dropped to 50%.²

Many don't believe there are feasible paths into better paying occupations.

78% of US workers are living **paycheck-to-paycheck**. Most can't afford tuition or to stop working for a period of time.³

Many are unwilling or unable to move.

US household mobility is at an all-time low.⁴

Pathways

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Pathways is a new Google Search product initiative that connects **job seekers** to **training and education programs** that lead to **in-demand jobs** in their **local area**.



Google

Pathways aims to deliver **easily discoverable, local paths to self-sufficiency** that are effective and affordable.

As Google, we are uniquely able to:

- Highlight **local communities**
- Present programs as clear pathways to real **local jobs** at **local employers**
- **Engage at scale** with users and programs, bringing them together
- Make jobs and training programs more **discoverable** on Search

Initial launches focus on a set of regions, programs, & occupations

Users

- **Virginia:** Richmond metro area & Hampton Roads
- **Indiana:** Full state
- **Washington:** Full state

Programs

- Career and technical centers
- Community college credentials
- Apprenticeships

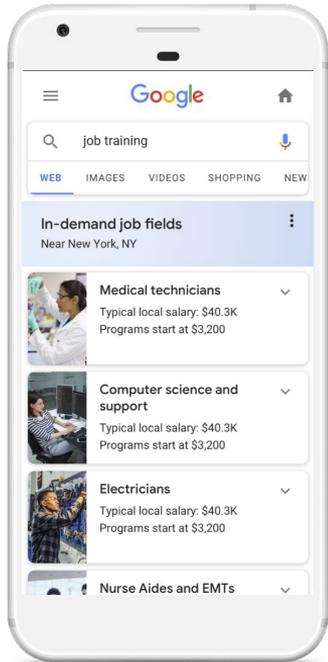
Occupations

Focus on jobs that are **in demand locally** and have directly **transferable technical skills** across industries like health care, computer science and support, electric, automotive repair, and cooking.

Preliminary product

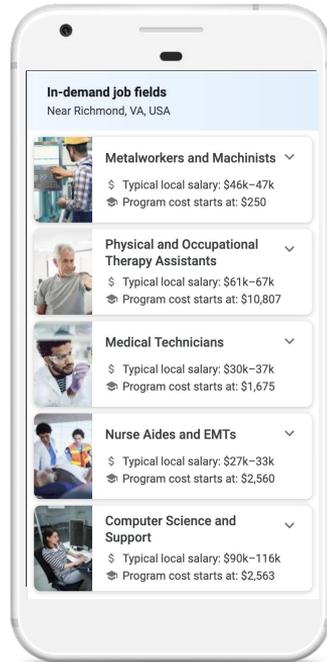
Search

for “job training programs” or broader job-related queries like “jobs near me” to trigger Pathways



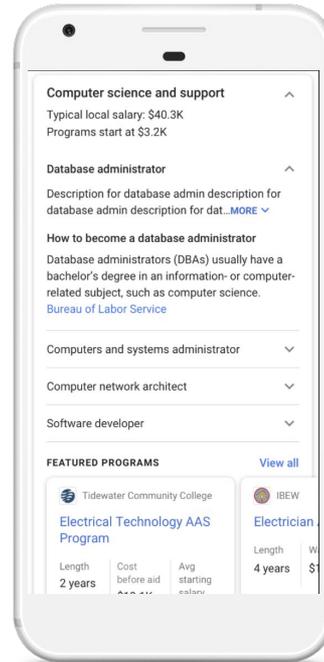
Discover

in-demand local jobs by clicking into the experience



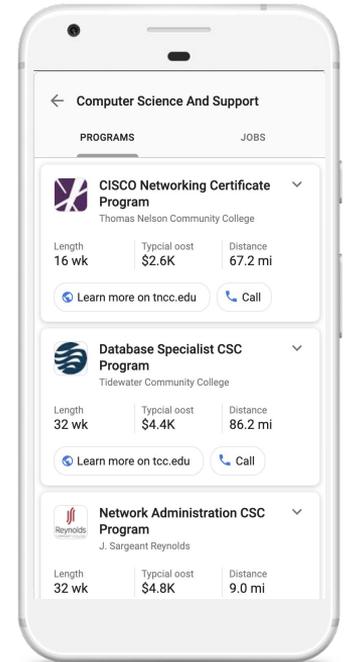
Explore

job descriptions and how to info



Choose

the training & education to get you there

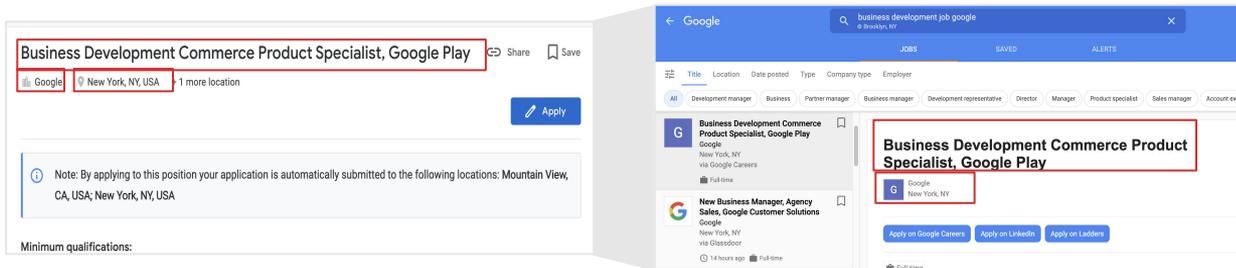


How Pathways will scale

We will work to implement structured data on CareerBridge in partnership with Credential Engine
Structured data specifications can be found at developers.google.com/search under 'Job Training'

Structured data

Structured data enables search engines to crawl a site and serve information to users in a rich experience



Ways to integrate

Direct

Websites with program listings can use Job Training structured data to directly integrate with Google

Third-party



The vendors who help manage your online presence (CMS, course catalog, etc) might be able to implement structured data

Other

We are working to determine other ways for program providers to integrate with Pathways. We would love learn about how you currently manage this data in your organization.

What's Next in Washington

Implementation of Structured Data

In partnership with Credential Engine, we will implement structured data on CareerBridge, starting with ETPL programs to ensure product sustainability in the state

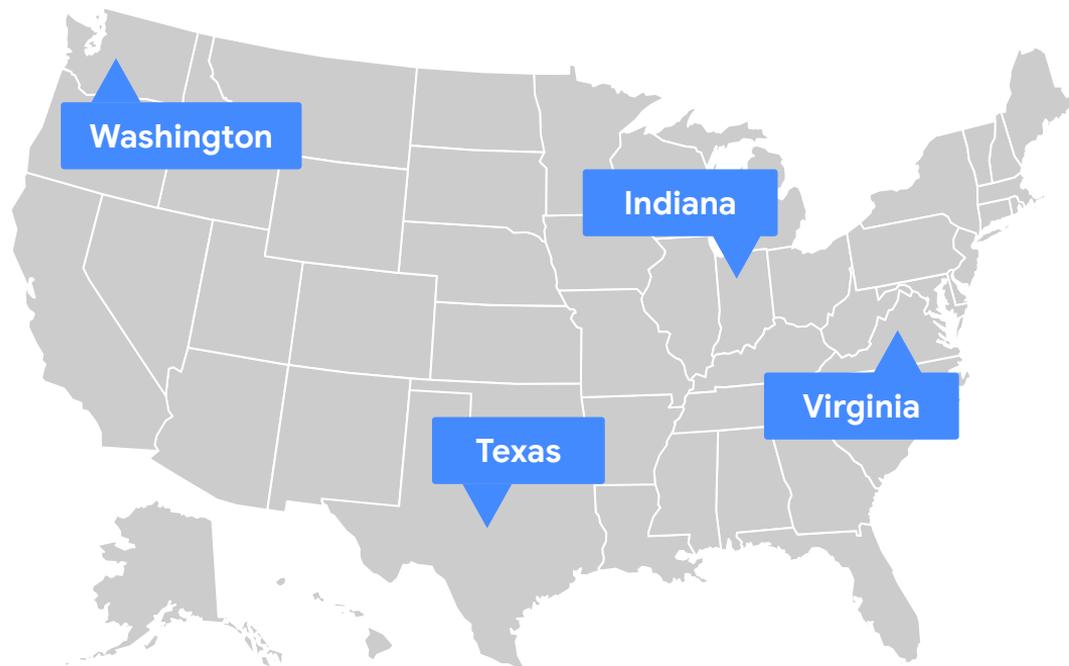
Marketing and Media

A marketing campaign and press release will run in Q2 to raise public awareness. The team is also open to media collaboration with relevant State Agencies

Tracking and User Impact

Traffic monitoring on CareerBridge and working with the WTB/partner institutions to gather feedback on efficacy will be critical for measuring user impact

Where Pathways is headed



To scale, **we need partnerships** for data and support:

- Program providers
- Employers
- State governments
- Workforce boards
- Federal government

jobs.google.com/pathways

How can you get involved?

Pathways will soon scale to all 50 states.

To have your program show up in Pathways, visit jobs.google.com/pathways to learn more.