

What's in a Job Title?

New data forges new connections in Washington state

Marina Parr, Workforce Board Communications Director

April 26, 2022





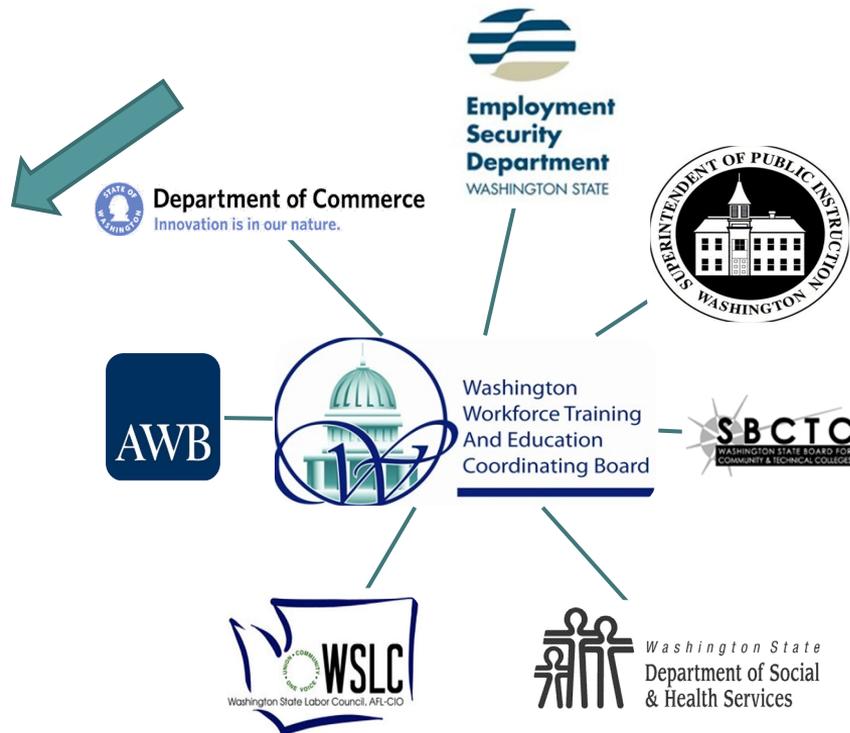
Workforce Training & Education Coordinating Board

Created by Washington Legislature in 1991:

- Performance accountability agent for public investments in workforce development
- Planning and Advocacy
- **Both an educational and workforce agency**

Tri-Partite and Consumer-led:

- Dual-customer focus: Business-Worker/Jobseeker
- 2/3 held by Business and Labor;
- **Balance** held by major service providers (OSPI, SBCTC, ESD)
- Advisory members from targeted populations, chief local elected officials, DSHS, Commerce.





Public facing site used by middle/high school students planning career and education steps.

Also used by unemployed and underemployed workers seeking training.

Site includes "full education spectrum" including licensed private career schools.

Washington Career Bridge
Find the education & training you need to get the job you want

SIGN IN / REGISTER

Find education and plan your career in Washington

EXPLORE CAREERS
VIEW JOB TRENDS
FIND EDUCATION
PAY FOR SCHOOL

Printed guide available

Where are YOU going?
A guide to careers and education in WA

Explore Careers
Which careers fit your interests?
TAKE A QUIZ

View Job Trends
Which jobs are in demand?
FIND OUT MORE

Find Education
How do programs perform?
START YOUR SEARCH

Washington Career Bridge How-To Video

Explore Careers > View Job Trends > Find Education >

Washington's one-stop source for career and education planning.

See what Career Bridge can do for you!



Too many resources to mention



The Self Sufficiency Calculator for Washington State

Make Ends Meet... Plan for the Future

A free on-line resource to help you reach self sufficiency and beyond.

The Self Sufficiency Calculator can help you:

1. Plan and develop career goals so you can work towards a better paying job.
2. Decide if a job you are considering will pay enough to meet your family's needs.
3. Determine if you might be eligible for public benefits that can help with expenses like health care or child care.
4. Test and compare different work or living options and see how they affect your bottom line.



[Click here to begin using the
Calculator](#)



Career quiz connects interests to education

Washington Career Bridge

Find the education & training you need to get the job you want

Sign in / Register

Back Explore Careers Career Quiz

- Explore Careers
- View Job Trends
- Find Education
- Pay for School
- Eligible Training Provider List
- My Career Quiz

Career Quiz

Check each box that applies to you.

Subjects 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 Results

2. What I like to do	My personal qualities
<input type="checkbox"/> Read and follow blueprints and/or instructions.	<input type="checkbox"/> Curious
<input type="checkbox"/> Picture in my mind what a finished product looks like.	<input type="checkbox"/> Good at following directions
<input type="checkbox"/> Work with my hands.	<input type="checkbox"/> Pay attention to detail
<input type="checkbox"/> Perform work that requires precise results.	<input type="checkbox"/> Good at visualizing possibilities
<input type="checkbox"/> Solve technical problems.	<input type="checkbox"/> Patient and persistent
<input type="checkbox"/> Visit and learn from beautiful, historic, or interesting buildings.	
<input type="checkbox"/> Follow logical, step-by-step procedures.	

PREVIOUS NEXT QUIZ RESULTS

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“Find Education” tab

- Search by job title, key words, or by a specific school or college
- Narrow search by:
 - Location—zip code or county(ies)
 - Education type
 - On-line only
 - ETP only
 - Programs with performance results (3500 of 6500 programs listed)



Demographic snapshot

Explore Careers

View Job Trends

Find Education

Pay for School

Eligible Training
Provider List

My Career Quiz

Education Details

Registered Nursing
Award type: AAS
Highline College

[Back to Search Results](#) 🔍

Print 🖨️

Program Details

School Details

Performance
Results

Student
Characteristics

Student Characteristics

Student Characteristics for Registered Nursing | AAS ⓘ

Enrollment

Number of students completing the program	211
Completion Rate	93%
Average number of students who completed each year	70

Gender

Percent

Male	22%
Female	78%

Race

Percent

Asian or Pacific Islander	18%
Black/African American	8%
Hispanic	3%
White	55%
Multi-racial	10%
Other	6%

Age

Percent

Under 20	0%
20 to 29	42%
30 to 39	36%
40 to 49	18%
50 and Over	4%

Prior Education

Percent

No High School Diploma/GED	9%
High School Diploma/GED, but No College Experience	19%
Some College Experience, but No Degree	17%
Certificate or AA	40%
BA or Higher	14%



Transparency through performance results

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Find the education & training you need to get the job you want

Back
Find Education
Education Search
Education Details

- Explore Careers
- View Job Trends
- Find Education
- Pay for School
- Eligible Training Provider List
- My Career Quiz

Education Details

Audio Engineering
Award type: Certificate
Spokane Falls Community College

Program Details
School Details
Performance Results
Student Characteristics

Consumer Report Card

This program is grouped with other closely related programs at Spokane Falls Community College. ⓘ

Employment, wages and completion for all programs related to Audio Engineering at Spokane Falls Community College ⓘ
Program Type: Recording Arts Technology/Technician ⓘ

Completion Rate ⓘ	61%
Employment Rate ⓘ	82%
Typical (Median) Hourly Earnings	\$13.04
Typical (Median) Annual Earnings	\$23,771.00

[View statewide earnings and employment trends for jobs related to programs of this type.](#)

Industry of employment for all programs related to Audio Engineering at Spokane Falls Community College ⓘ
Program Type: Recording Arts Technology/Technician ⓘ

Industry	Percent of all students who completed the program(s) and are employed
Retail Trade	32%
Accommodation and Food Services	14%
Administrative Support	12%
Professional, Scientific, Technical Services	8%
Arts, Entertainment, Recreation	8%
Wholesale Trade	6%
Healthcare and Social Services	6%

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Did students enter fields they trained for?

Industry of employment for Registered Nursing | AAS at Highline College

Program Type: Registered Nursing/Registered Nurse

Industry	Percent of all students who completed the program(s) and are employed
Healthcare and Social Services	93%
Administrative Support	4%

Industry of employment for all programs related to Audio Engineering at Spokane Falls Community College

Program Type: Recording Arts Technology/Technician

Industry	Percent of all students who completed the program(s) and are employed
Retail Trade	32%
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Healthcare and Social Services	6%



Before occ. data, WA relied on surveys

- Like most states, WA used to rely on surveys to estimate who is doing what kind of work, and where.
- Based on voluntary employer “sample.”
 - Data exposed to error because of small sample size.
 - Responses biased toward those who chose to participate.
 - Survey did not count self-employed.
 - Individual employment/earnings outcomes could *not* be tracked.



The big ask to business—one more field

- WA businesses used to report four fields as part of their quarterly Unemployment Insurance report.
- Name, hours worked, wages and social security number.
- Missing: a fifth field that includes occupation-level data.
- What are workers actually doing? What is their job title?



Drop down boxes, codes to the rescue

Alaska has been collecting job titles since the 1980s. Working with businesses is critical. The North Star state tackled the challenge this way.

Occupation data has helped inform decisions on where to focus the state's resources, identifying training programs that fill the needs for new recruits in high-demand occupations.

CASE STUDY: HOW ONE STATE TRACKS EDUCATION PERFORMANCE BY COLLECTING JOB TITLE DATA

EASY, SECURE FORMS

The state of Alaska works with employers to collect occupational data (job title) using secure, easy-to-use forms that help businesses quickly and safely report their data.

PRE-LOADED CODES

Alaska provides industry categories to employers so they are able to choose from just a handful of pre-loaded occupational codes.



Indiana provides occupation codes

Indiana began collecting data in 2019, and by the third quarter, nearly half of the state's employers had already reported job title data.

Indiana provides a job title box that links directly to occupational codes.

CASE STUDY: HOW ONE STATE TRACKS EDUCATION PERFORMANCE BY COLLECTING JOB TITLE DATA



EASY, SECURE FORMS

The state of Indiana works with employers to collect occupational data (job titles) using secure, easy-to-use drop down boxes that help businesses quickly and safely report their data.

PERFORMANCE ACCOUNTABILITY FOR EDUCATION PROGRAMS

By collecting job titles, Indiana is able to track the performance outcomes of education and training programs. So students and families, as well as taxpayers and policymakers, can see whether graduates actually landed jobs in the career for which they trained. This "fifth field" helps inform decisions on where to focus the state's resources. For example, the state can readily identify training programs that fill needs for new recruits in high-demand occupations.





WA: Mandatory collection begins now

- Occupational data is being collected, analyzed.
- In the next couple of years, WA students, families, policymakers will see whether graduates actually land jobs in the career for which they trained.
- Real world report card will provide true ROI.
- Could have lasting impact on state's education programs.



New electronic portfolio coming soon

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Class of 2020
Class of 2021
Class or 2022

Marina Parr

My Career Quiz My Saved Careers My Saved Programs My Saved Schools Upload Documents

Career Quiz: Complete

	Arts, Audio/Video Technology and Communications	Score:	18
	Education and Training	Score:	14
	Human Services	Score:	13
	Government and Public Administration	Score:	10
	Hospitality and Tourism	Score:	10
	Marketing, Sales and Service	Score:	9
	Business, Management and Administration	Score:	8

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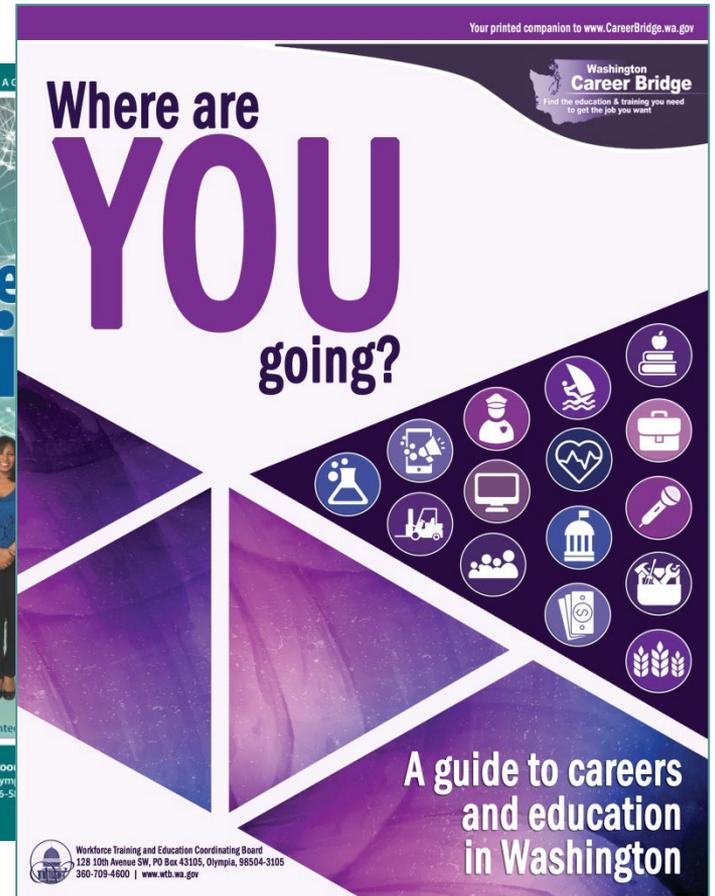
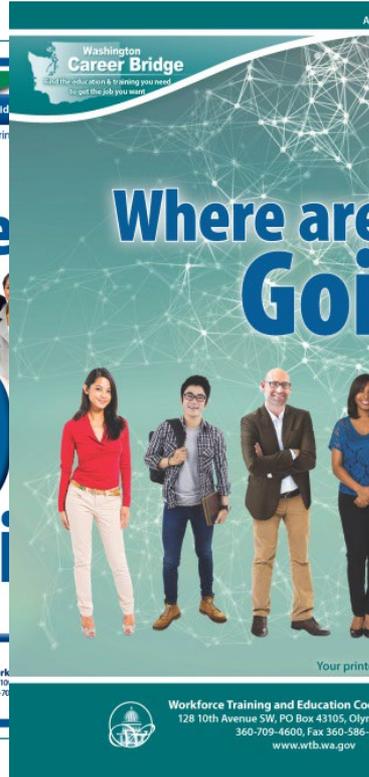
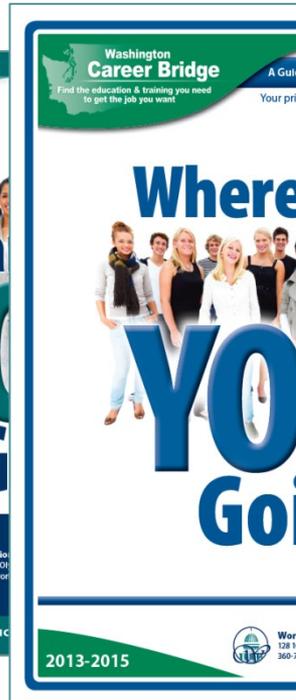
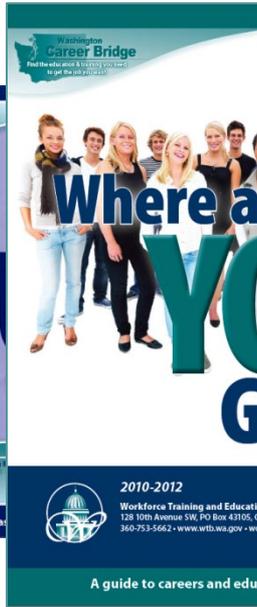
Upload Documents

Upload documents like your resume, cover letter, or High School and Beyond Plan in the boxes below.

<input type="text"/>	Upload Resume
<input type="text"/>	Upload Cover Letter
<input type="text"/>	Upload Document
<input type="text"/>	Upload Document
<input type="text"/>	Upload Document



The Career Guide: *Where Are You Going?*



QUESTIONS?

marina.parr@wtb.wa.gov

careerbridge.wa.gov

(360) 709-4607

