PRESENTS

UpSkill

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2020 - 2021 PROGRAM SPOTLIGHT
PREPARED BY CARI HORNING - PROJECT MANAGER
Dear GWATA Members and Friends,

In the Summer of 2020, GWATA applied for and received grant funding from Microsoft Philanthropies to launch digital skilling resources. This grant came at a time when our non-profit was also facing financial and organizational challenges brought on by the pandemic. We are grateful to Microsoft for providing us with an opportunity to pivot and extend our resources for members, community, and those impacted by COVID-19.

As economies start to reopen, we know some jobs may not come back, at least not fast enough to meet demand. Jobs that do come back, will require more digital skills. In a post-COVID-19 world, all people—especially those from the hardest hit industries and most vulnerable communities—will need to learn new skills to rejoin the workforce and be prepared for these in-demand roles. UpSkill provides free online resources to help our communities gain the skills needed for a more digital economy.

Within this document, you will learn about UpSkill and some of the partners who have leaned in with us. Special recognition to WSU-Extension for being a partner to our non-profit throughout this process. If you are reading a print copy of this document, I encourage you to view the electronic copy on our website which has hyperlinks to resources and videos.

To lead our new UpSkill Program we hired Project Manager, Cari Horning. I want to extend a heartfelt thank you to Cari for her hard work and for creating this program spotlight you are now reading. Whether you are an individual, student, or business owner, I invite you to tap into the resources of UpSkill.

Sincerely,

Jenny Rojanasthien
Executive Director, GWATA
WHAT IS UPSKILL?

UpSkill is a program created by GWATA to bring digital skilling resources to North Central Washington. With UpSkill, individuals can access free online courses along with training for 10 in-demand career paths. Generously funded by Microsoft in partnership with LinkedIn and GitHub, we created a dynamic online resource that pairs with one-on-one support, outreach, events and partners across a six county region. The UpSkill website offers free training courses in the following areas:

**Digital Skills:**
Learn the fundamentals of using digital technologies, including, how to effectively use devices, software, and the internet to collaborate with others and discover, use, and create information.

**Soft Skills:**
Set yourself apart from the pack by getting the essential soft skills-abilities that help people interact effectively with others-that employers value most, from communication fundamentals and being a team player to advancing your critical thinking skills.

**Role Based Skills:**
Customer Service Specialist | Digital Marketing Specialist | Financial Analyst | Graphic Designer | IT Support/Help Desk Technician | Project Manager | Sales Development Representative | Data Analyst* | IT Administrator* | Software Developer*

*Technical skill training and certification available.
WHO WE SERVE

- Individuals:
  - Unemployed
  - Under-employed
  - Over-employed
  - Lifelong learners
- 185+ Businesses in GWATA Network and service area
- Non-Profits
- K-12 Students & Educators
- Higher Ed Students & Educators

OUTREACH

- Service Clubs
- Industry Alliances
- Webinars with NCW Libraries
- 30+ Individualized Presentations
  - Regional & Statewide
  - 50+ Businesses in attendance
  - 500+ Attendees
- Youth Outreach
  - Created internship
  - Participated in Career Fairs

DEMOGRAPHICS

- Six Counties in Washington State:
  - Adams, Chelan, Douglas, Grant, Ferry, & Okanogan
- 288,500+ residents in service area
- Service area covers 17,000+ square miles. It would take you 6+ hours just to drive across all six counties
- $40K Average Household Income
- 30% + of our community is Latino
- For adults 25 and older:
  - approximately 35% of Latinos have less than 9th grade education compared to 5% of white population

UPSKILL PORTFOLIO

- Website:
  - 11,300+ Page Views
  - 3030+ Page Users
  - Top Page = Digital Skills
    - 1622 Views
  - 270+ Spanish users
  - Top 3 Career Paths:
    - Digital Marketing
    - Graphic Designer
    - Project Manager
- Instructional Videos
- Webinars
- UpSkill-A-Thon Learning Challenge
- Marketing campaign
  - Print, Social Media, Radio
PARTNERSHIPS

UpSkill works with partner organizations in a myriad of ways, unique to each entity, amplifying the output of each strategic partnership to best serve their core client/customer base. Here are a few of the partners who leaned in with UpSkill:

**WSU Extension** was a key partner in helping us deliver the same tools and training experience to residents of Ferry County and local tribal communities.

SkillSource was instrumental in helping roll out UpSkill to their clients. This partnership facilitated outreach to those specifically unemployed or underemployed as a result of the pandemic.

Unemployed and underemployed Washingtonians in Ferry, Okanogan, Chelan, Douglas, Grant and Adams Counties were able to utilize the UpSkill courses to increase their employability and assist with quickly transitioning into remote work environments.

Our partnership with OIC extended the reach of UpSkill to our Spanish speaking communities as well as those directly impacted by Covid-19 job loss.

UpSkill partnered with NCW Libraries in a series of four webinars teaching users how to maneuver through the UpSkill website to the skills courses. These webinars also directed users to proper local resources for assistance.

The Apple STEM Network is committed to providing opportunities to STEM pathways and career connected learning for youth. The Apple STEM Network was instrumental in supporting our highly successful UpSkill-A-Thon learning challenge and youth internships.
ADDITIONAL WORK

CAREER EXPO
WELCOME

UPSKILL
SOFT SKILLS

HOW TO

ALL INTERNS
BRANDON TUCKER
RORY PATE
MICAH BEARDSLEY

RORY PATE
MADELYNN SYTH
MARIANNA ISSAK

VIEW THIS DOCUMENT ONLINE AT WWW.GWATA.ORG TO BE HYPER-LINKED TO THESE VIDEOS.
SUCCESS STORIES

ALEX DOMBEK | JOB SEEKER | GRAPHIC DESIGN

"Being able to pause, take notes, rewind, bring extra questions and learn from actual professionals in the field, was nothing short of phenomenal. Not to mention, being able to link my course certifications directly to my Linkedin Profile was huge, especially knowing first-hand what recruiters look for when sourcing candidates."

JUAN SERVIN | COMMUNITY COLLEGE STUDENT

"The Upskill-A-thon, was a fun challenge where I learned and got certified at the same time. I enjoyed learning on my own time and my own speed. One of the best features of the Upskill-A-Thon, is that you can do it wherever you go on your mobile device." - Juan Servin

GABRIELA SERVIN | HIGH SCHOOL STUDENT

"My experience with Upskill was really great. In the process of reaching the goal, I had a fun time all while learning many new skills." - Gabriela Servin

TOM WILLINGHAM | COMPUTER SCIENCE SPECIALIST

"At the BBCC Computer Science Department, instructors and students have used UpSkill to facilitate the mastery of CompTIA A+ and Network+ certifications. Many of the students have reported they find the information very helpful, and easy to use and review at their own pace. Instructors have commented on how thorough the content is for these topics."
HIGHLIGHTS

LATINO OUTREACH
Targeted outreach to our Latino community was critical for creating a more equitable and accessible program.

- Website
  - Dedicated Spanish Website
    - Plus, Trainings in Spanish
- Interviews with Latino individuals
  - Career Specific
  - UpSkill-A-Thon Learning Challenge Winners
- Advertising
  - Targeted Mailings
  - Social Media Content in Spanish
  - Partnership with Latino Communications Network

UPSKILL-A-ThON
The UpSkill-A-Thon learning challenge was a month long competition where participants completed skills courses for points and cash prizes.

- Nearly 100 Registrants
  - 25+ Youth Participated
- Participation was high across our most remote areas, including, Tonasket, Oroville, Coulee City, and Moses Lake
- 600+ Courses Completed
  - 30+ pathways
HIGHLIGHTS

HIGH SCHOOL INTERNSHIP

- Six Almira/Coulee-Hartline High School students participated in a 6-week video production internship
- Created video content for UpSkill
  - How to access UpSkill courses
  - How to access Digital Skills courses
  - How to access Soft Skills courses
  - How to access Local Resources
- Created a 'How To' video for students to craft a professional LinkedIn account

WSU EXTENSION LED BY TREVOR LANE

Tribal Outreach & Ferry Co Coverage
- Multiple 15-30 minute presentations
- Distributed 2,000+ flyers
- Placed ads in Ferry County View
- Delivered two news releases
- Mentoring 14 students
- 3,200+ portal views on Ferry County Sunrise website
- Participated in six virtual high school job fairs
  - Resulting in five student registrations
- Leveraged multiple social media channels to provide information about UpSkill
COMMUNITY CONNECTION

View this document online at www.gwata.org to be hyper-linked to these articles.

TechSpark Spotlight - Five Questions with Jenny Rojanasthien, Greater Wenatchee Area Technology Alliance
Lisa Karstetter on LinkedIn • 6 min read

In this chapter of our TechSpark Spotlight Series, I passed the mic to Jenny Rojanasthien, a leading technology advocate in the Wenatchee Valley. We had a lively conversation that covered topics ranging from the impact of technology on education to the role of tech in business. Jenny is passionate about promoting digital literacy and helping individuals develop the skills they need to succeed in the modern economy. She believes that access to technology should be a right, not a privilege, and is working tirelessly to ensure that everyone has the opportunity to benefit from the digital world.

Happy Holidays from the WorkSource Business Service Team! We wish you a very Happy December and look forward to working with you in 2022!

If you need assistance, support, love questions or just want to chat please don’t hesitate to reach out. We are here for you!

Our Valley Our Future | Nuestro Valle Nuestro Futuro
info@ourvalleyourfuture.org

GWATA Rolls Out Online Job Training, Resource Program

GWATA is launching a new program, UpSkill, that offers dual services in both online job training and resources.

"Through UpSkill we have built a website, which we have hundreds of training resources available for free," said Jenny Rojanasthien, executive director.

Training resources include digital skills, soft skills, role-based skills in ten different career pathways. According to Rojanasthien, the funding from Microsoft Philanthropies was provided to get resources out across North Central Washington, specifically to six counties, including Chelan and Douglas.

More information can be accessed at www.upskillgwata.org.

GWATA ofrece una versión en español de su sitio web UpSkill

La Asociación de Comunicaciones del Area del Cnty Wenatchee (GWATA) y su sitio en inglés, ha actualizado su sitio web UpSkill para que sea compatible a sus visitantes hablando español. Aquí está el enlace para escuchar con la versión en español de su sitio web: https://espanol.gwata.org/docando. Los temas donados como ojo puede que no esté publicados en un compendio de medios, o a un sitio web, pero que puede ser un beneficio de trabajo, profesionales, educacionales, similares a gente que ha continuado aprendiendo durante toda su vida. Certificados en áreas de tecnología también están disponibles a bajo costo. Debe a la pandemia de coronavirus, puede que algunas empresas no puedan, o que no resuelva vender a la voluntariamente contratada para ayudar a las personas de la comunidad a tener las habilidades digitales.

En el medio pos-COVID-19, esta gente especialmente especializados en estas habilidades se tornan uno de las habilidades más demandadas en la comunidad más vulnerables, necesitan aprender nuevas habilidades para poder reintegrarse a la fuerza laboral en una economía más digital.

GWATA offers a Spanish version of its UpSkill website

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Red de Comunicaciones Latino Latino Communications Network

WEEKLY MEMO
November 19, 2020

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Start your learning journey today!

We invite you to join GWATA as an individual or Business member. Membership provides companies an all-access pass to GWATA resources and events for all employees. Membership dollars also support regional resources in technology, entrepreneurship, and STEM education. Learn more:

www.gwata.org