Data Analyst Career Launch Endorsement Application, Nov 2020

Institution details (data for application cover sheet):
Institution: Washington State University
Program: Data Analyst Career Launch
Level: College Bachelor Degree
CIP: 30.71
NAICS: varies, multiple

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Program Checklist

P1. Program description including length of program in years and total hours (including split between classroom and worksite).

This Career Launch program is designed to prepare young adults for high-demand jobs in the broad field of data analytics. There are over 120,000 data analyst roles in Washington, with an additional ~60,000 jobs expected by 2027. These roles are in significant demand across industries, job functions, regions, and organization sizes. Data analyst positions are well-compensated and serve as a strong entry point into many fulfilling careers

This data analyst program, developed in partnership with employers including Tableau, F5, and Avista, and the Data Analytics program at Washington State University, provides students with the skills needed to succeed as a Data Analyst, and provides employers with qualified applicants to fill high-demand roles.

Program length:
- 120 semester credit hours, generally completed in 4 years with a full-time course load
- Program culminates with a Bachelor of Science in Data Analytics from Washington State University (WSU)
- Students will complete at least 320 paid worksite hours after completing 90 semester credit hours (i.e. 3 years of full-time study). The majority of students to complete their worksite training during a full-time, 8-10 week paid, summer internship between their 3rd and 4th year of study.

P2. Estimated number of hours per week at worksite and in classroom (this approach may shift throughout the program).

Classroom**:** 30 semester credit hours per year, ~15 classroom hours per week (not including homework and assignments)

Worksite: 2 options:
- Full-time during summer between 3rd and 4th year: 40 hours per week for minimum 8 weeks (most common option)
- Part-time during the school year: 10-15 hours per week for 2 semesters (less common option)

All students must complete a minimum of 320 hours of paid, supervised, worksite training

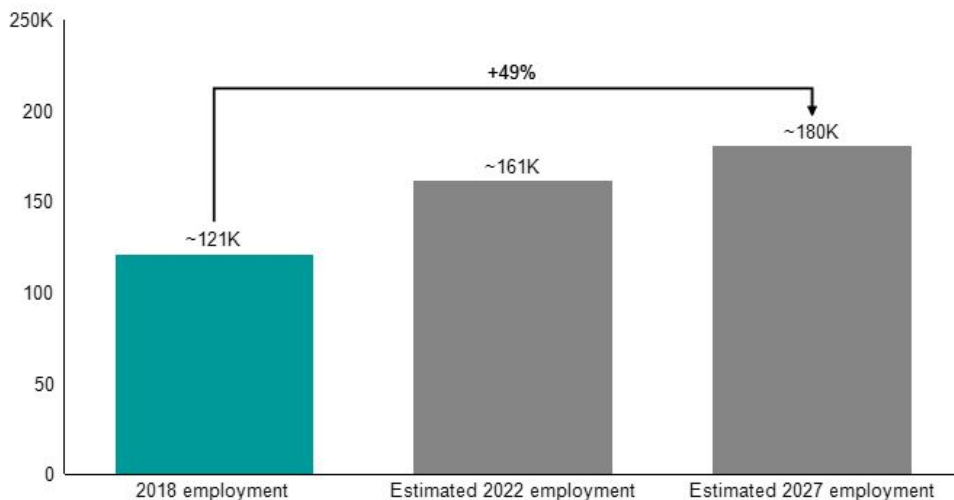### P3. Demonstration of labor market demand for specified skills/career in local region

This Career Launch program is geared towards a broad definition of the data analyst role, and is designed for all regions of Washington State. The role can have a variety of job titles depending on the industry and specific department within an organization. Potential titles include business intelligence analyst, operations analyst, risk analyst, HR / payroll analyst, healthcare analyst, etc. All of these positions are united by the core skill set of quantitative data analysis and communication.
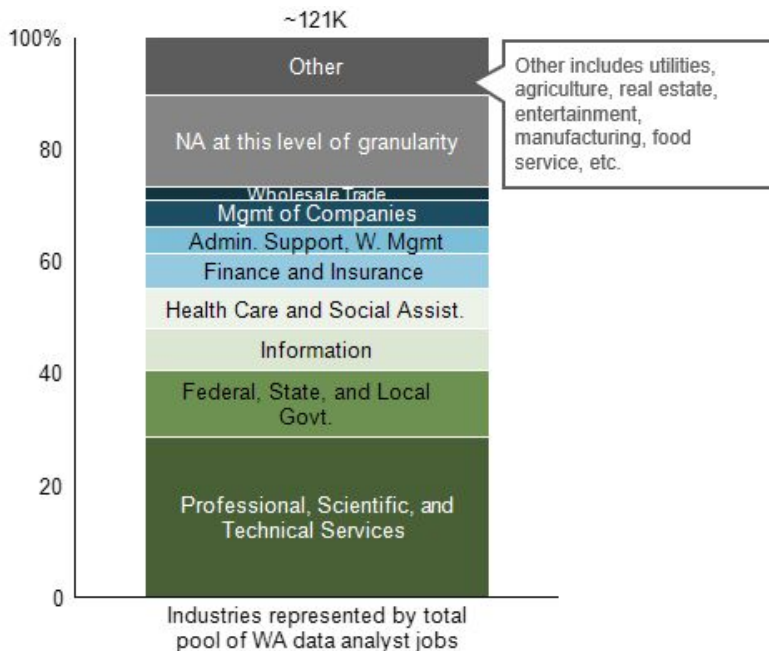
Based on analysis conducted by Bain & Company, there were ~120,000 data analyst roles in Washington as of 2018 employment statistics, with 50% projected growth (~180,000 jobs) expected by 2027 (Sources consulted: U.S. Bureau of Labor Statistics Current Employment Statistics, Burning Glass).

Washington Data Analyst jobs and growth projections
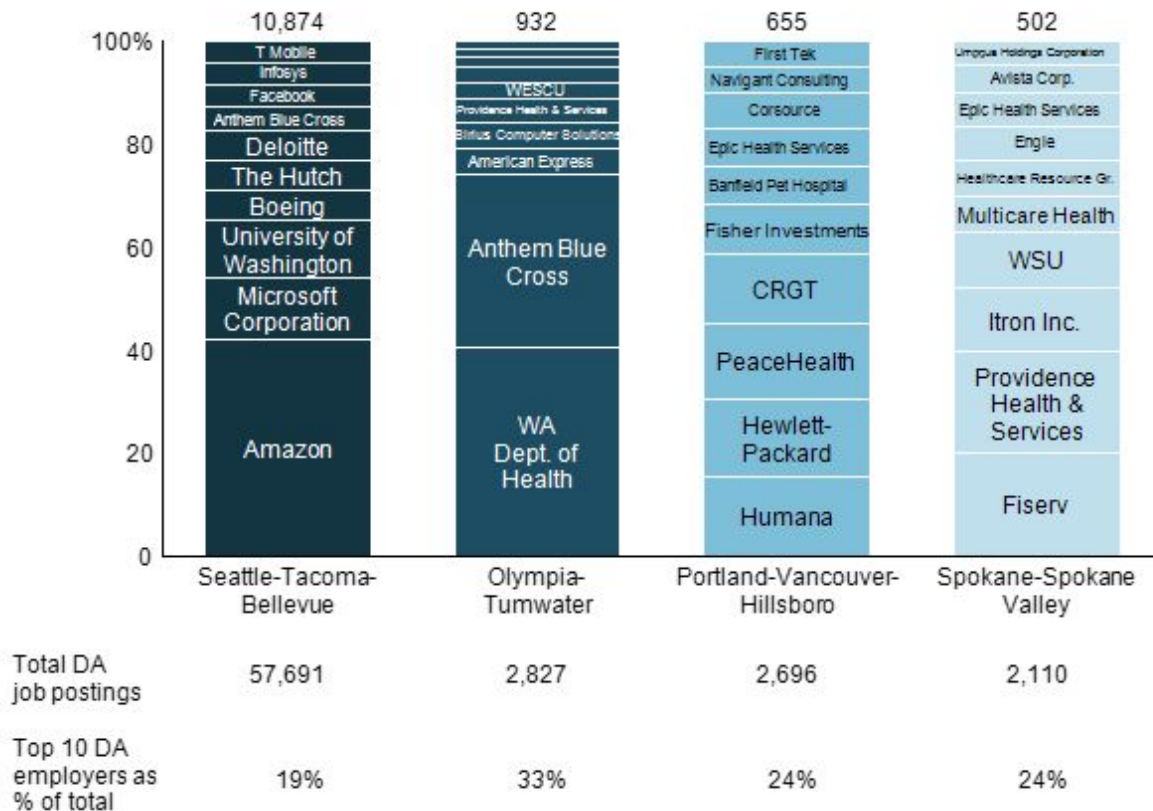
Number of data analyst jobs (WA)

+49%

~180K

~161K

~121K

2018 employment	Estimated 2022 employment	Estimated 2027 employment

These jobs span across industries and employers:

~121K

Other

Other includes utilities, agriculture, real estate, entertainment, manufacturing, food service, etc.

NA at this level of granularity

Wholesale Trade
Mgmt of Companies
Admin. Support, W. Mgmt
Finance and Insurance

Health Care and Social Assist.

Information

Federal, State, and Local Govt.

Professional, Scientific, and Technical Services

Industries represented by total pool of WA data analyst jobs

Top 10 employers by number of DA job postings by location (Dec 2018 – Nov 2019)

	Seattle-Tacoma-Bellevue	Olympia-Tumwater	Portland-Vancouver-Hillsboro	Spokane-Spokane Valley
Total DA job postings	57,691	2,827	2,696	2,110
Top 10 DA employers as % of total	19%	33%	24%	24%

While these job figures do not reflect the impacts on the economy from the COVID-19 recession, we believe that the need for employees who can analyze large data sets and draw out key insights will continue to be in demand long-term. Additionally, since many data analyst roles can be conducted remotely, these roles are more insulated from the short-term, pandemic-caused closures.

P4. Projected count of student enrollment, student completion, and anticipated employer participation for 5 years, post-pilot.

On average, there are ~150 students per year in the Data Analytics B.S. program at WSU. This includes students across multiple campuses including Pullman, Vancouver, Everett, Global online.
- **Year 1 Students:** Of the ~150 students in the WSU Data Analytics B.S. program, our goal is for 10-15 students to participate in the Career Launch program in the first year, with growth in each subsequent year. 10-15 students represents approximately 16-25% of the senior class. Currently we have commitments for 3-4 students from employers and we expect that number to rise given continued employer interest.
- Year 1 Employers: Three (3) employers have committed to host students (see attached letters). Since the first internships will not begin until next summer 2021, we will continue to recruit employer partners into the Spring to reach our target of 4-5 employers to host 10-15 students. Based on recent conversations with employers in the Yakima region (assisted by the Yakima County Development Association) and health care employers (assisted by WSHA), we anticipate additional employer hosts to join.
- Year 5 Students: 60+ students by end of year 5

- ○ 60+ students, which represents all Seniors enrolled at Washington State University in the Data Analytics program across campuses.
  - ○ Additionally, we are in conversation with community and technical colleges throughout the state about potential adoption of this Career Launch program within their institutions. We have spoken with representatives from Bellevue, Everett, Whatcom, and Wenatchee Valley Colleges regarding their interest in bringing this data analyst program to their campuses. (See attached support letters from Wenatchee Valley College and Whatcom College.) We will revise the goal upwards should community colleges finalize a commitment to this program.
- ● Year 5 Employers: Goal of 12 employers (assuming an average of ~5 students hosted per employer by end of year 5, does not include additional employer partners should CTCs join the Career Launch in the future.)

P5. Concise description of development process to create the Career Launch program (e.g. who was involved, when, how was the program piloted, etc.)

In 2019, the process to build this program began during the early design and implementation of CCW. In multiple meetings with employers and industry leaders, the CCW statewide team heard repeatedly that there was not enough qualified data analyst talent. Employers need more employees who can take large data sets, analyze them, and communicate key insights to a team and within an organization. We heard this theme across industries (health care, technology, agriculture, public sector, etc.), across job functions (product development, marketing, finance, HR, health quality, compliance, etc.), and across the state.

Since there was not an intermediary already building a data analyst program, and given the potential impact of this program across the state, the CCW Statewide team decided to incubate the program internally. CCW was initially assisted by a pro-bono team from Bain and Company, who performed the labor market and initial job skills analyses for Washington. Their research is reflected throughout the application.

The CCW Statewide team engaged the WSU Data Analytics Program, and the program's Director, Professor Jan Dasgupta to develop the program's curriculum in partnership with employers. Multiple employers assisted in development of the Knowledge, Skills, and Abilities (KSAs or core competencies) -- most notably representatives from Avista, F5, and Tableau.

As the KSAs were refined, we began validating the program and curricular design with several stakeholders including
- ● CTCs: Bellevue, Everett, Wenatchee Valley, and Whatcom Colleges -- all are evaluating opportunities for future partnership and participation in this program (see support letters from Wenatchee and Whatcom in the appendix)
- ● CCW Regional Networks: We briefed the regional network leaders on multiple occasions about the program goals and design. Multiple networks have assisted in recruiting employer partners. (See support letters from several networks in the appendix)
- ● Employer outreach: We engaged several employers regarding the design and potential participation in the Data Analyst program including employers from the WSU Data Analytics employer advisory group (including Career Launch participant Unify Consulting), members from regional network business leadership groups, the Washington State Hospital Association, and several past participants in other career connected learning programs. As our economy moves towards recovery from COVID-19, we anticipate many of the employers engaged in this process to host Career Launch interns.

P6. Signed letter of endorsement from all relevant partners, stakeholders and regional networks (including employers, labor organizations, academic institutions, community-based organizations, individuals, and other relevant stakeholders in support of the proposed Career Launch program). Regional network endorsement preferred.

See attached letters in appendix:
- **Education partners**
  - Dr. Jan Dasgupta, Professor of Data Analytics at <u>Washington State University</u>
  - Dean Jocker, Dean of College of Arts & Sciences at <u>Washington State University</u>
  - Dr. Tod Treat, VP of Instruction, <u>Wenatchee Valley College</u>
  - Dr. Kathi Hiyane-Brown, Ed.D., President of <u>Whatcom Community College</u>

- **Employer partners**
  - Darren Alger, CEO, <u>Unify Consulting</u>
  - Jonathan Bennett, VP Data Analytics and IT Services, <u>Washington State Hospital Association</u>
  - Joy Emory, President & CEO, <u>Workforce Snohomish</u>

- **CCW Regional Network Directors**
  - Mark Cheney, <u>South Central</u> Washington region
  - Vickei Hrdina, <u>Southwest</u> Washington region
  - Sue Kane, <u>North Central</u> Washington region
  - Cassidy Peterson, <u>Spokane / Northeast</u> Washington region

P7. Description of resources, supports, or other processes to recruit and support students from underserved backgrounds (e.g. including students of color, students from low income families, English language learners, students with disabilities, foster students, students experiencing homelessness, students from single parent homes, and other populations that face barriers to employment); or create an implementation plan to do so

To support students through their tenure in the program, Washington State University will serve as the student support hub with multiple services provided for students to assist them to and through this Career Launch program. (For more details on support while students are at the employer site, see section I-R6). The specific services needed will vary by student, but all resources will be made available to all student participants, and will be discussed during student advising sessions.

The Office of Multicultural Student Services, https://www.mss.wsu.edu/
The Office of Multicultural Student Services (MSS) seeks to facilitate the best undergraduate experience for multicultural, first generation, and other underrepresented students through the provision of culturally relevant services to enhance their learning and development and foster their successful transition, adjustment, persistence, achievement, and graduation.

Smart Start Program, https://smartstart.wsu.edu/mission/
The Smart Start Program works to facilitate the successful transition and retention of students who are first in their family to attend and graduate from a 4-year university, during their 1st year on campus. Students who actively participate in the program develop self-efficacy, broaden their perspective of campus resources, and strengthen their ability to learn & succeed at the post-secondary level.

College Assistance Migrant Program (CAMP), https://camp.wsu.edu/

The College Assistance Migrant Program (CAMP) is a federally funded program designed to meet the needs of students with migrant or seasonal farm-working backgrounds. CAMP offers to eligible students' valuable information on pre-college transitions and support services to aid the development of skills necessary to succeed in their first year of higher education. Services include academic advising, tutoring, skills workshops, health referrals, financial aid stipends, and cultural enrichment activities.

TRIO Student Support Services (SSS**)** https://sssp.wsu.edu/
Student Support Services (SSS) is a federally funded TRIO program committed to the success of first-generation, low-income, and/or scholars with disabilities. The program mission is to empower scholars to achieve, develop, and graduate. Serves 160 students annually through services such as academic advising, tutoring, priority class registration, personal support, career guidance, and cultural enrichment activities.

Cougs Rise, https://provost.wsu.edu/cougsrise/
The Cougs Rise program, under the provost's office, is designed to help students transition to college, by matching students with a student mentor who has faced similar experiences, offering a wide range of support from financial aid applications, admission, registration, and housing, with assisting with students.

College Success Foundation, https://ascc.wsu.edu/academic-services/college-success-programs/ The College Success Foundation provides designated staff support for students from low income families, foster care, and homelessness navigate and complete a bachelor's degree. This Foundation has additionally established a partnership with high-demand sectors of Washington's economy like aerospace, engineering, technology, and health care to help increase the rate at which students entering our state's workforce in these sectors.

Women's Resource Center, https://women.wsu.edu/
The Women's Resource Center mission works to elevate all marginalized voices, through programs that including honoring indigenous *womxn*, promoting justice for migrant women, education on violence, and education on the social, economic, cultural and political achievements of international women.

Native American Programs and Student Center (NASC), https://native.wsu.edu/services/
The Native American Programs and Student Center works to increase Native American student recruitment and retention and also coordinate with tribes to promote initiatives on campus that benefit Native students and encourage responsible research and interaction with tribes.

Louis Stokes Alliance for Minority Participation (LSAMP), https://lsamp.wsu.edu/center/
The Louis Stokes Alliance for Minority Participation program works to recruit and support minority students to successfully complete science, technology, engineering, and mathematics (STEM) baccalaureate degree programs, and increase the number of students interested in, academically qualified for and matriculating into programs of graduate study.

The Ronald E. McNair - Postbaccalaureate Scholars Program, www.mcnair.wsu.edu/overview
The McNair Scholars Program provides undergraduates with opportunities to participate in academic year and summer research activities. McNair Scholars participate in courses, seminars and workshops on topics related to graduate school preparation, complete a paid research project under the guidance of a faculty mentor, and have the opportunity to present their research at local, regional and national conferences.

Washington State Academic Red-Shirt Program (STARS**),** www.vcea.wsu.edu/stars/

Data Analyst Career Launch Endorsement Application, Nov 2020

The Washington State Academic RedShirt (STARS) program assists motivated first-year engineering and computer science students with the transition from high school study to the rigor of a college curriculum by providing them with the tools and requisite math skills to be successful. STARS targets *financial need-based* students who have demonstrated talent and interest in the engineering and computer science disciplines, but have not been given the opportunity to properly prepare for the demands of these fields.

The Voiland College Internships and Career Services office,
www.vcea.wsu.edu/student-success/internship-careers
The Voiland College Internships and Career Services office works to inspire students to become leaders in today's complex global society through participation in experiential learning and professional practice activities with engaged industry partners. The office provides career-planning services to assist students in clarifying career goals through individual coaching and activities that guide students through the career development process.

Industry-Related Checklist

I-R1. Address of worksite(s) where Career Launch students will complete supervised training.

Employer Partner	Address
Unify Consulting	8259 122nd Ave NE Kirkland, WA 98033
Washington State Hospital Association	Wells Fargo Center, 999 3rd Ave. #1400 Seattle, WA 98104
Workforce Snohomish	808 - 134th Street S.W., Suite 105 Everett, WA 98204

Given the COVID-19 pandemic and related office closures, students may also be working remotely.

I-R2. Hourly wage for Career Launch participants.

All students will earn at least the minimum wage, with specific wage based on regional wage requirements and employer determination.

I-R3. List of entry-level positions and associated job descriptions for which a Career Launch student would be eligible for upon completion.

A variety of positions are available for students who complete this Career Launch program including Data Analyst, Strategy Analyst, Business Analyst, and Data Analytics Consultant. (See attached job descriptions provided by Unify Consulting.)

I-R4. List of specific skills and competencies required for completion of Career Launch program, with demonstrated alignment to entry-level positions, job descriptions, and average local salary ranges.

The Knowledge, Skills, and Abilities (KSAs) were developed in close collaboration with Washington State University and regional employers of Data Analysts including F5, Avista, and Tableau. The KSAs were

supported based on research from Bain and Company who sources included expert interviews with Washington employers, educators, and intermediaries, Burning Glass job posting data, and competencies from peer data analyst programs -- specifically CoLAB in Washington, DC.

Using the initial benchmarks and labor research, along with significant input from our WSU and our employer partners, we refined the KSAs to ensure that Data Analysts will be learning skills required for success in entry-level Data Analyst positions across the state. See below for a summary of the KSAs, with more details in the appendix.

Core competencies of Data Analyst Career Launch program

Role of data analytics
- Understand data types and sources
- Understand the role of data in decision making

Ethics and Security
- Understand the roles of data ethics and privacy
- Understand data security practices and protocols

Data modeling and analysis
- Identify and collect data from databases
- Proficiency in statistical modeling
- Data analysis and problem solving
- Review data for accuracy and validity (i.e. "sanity checking")
- Identify trends, patterns, and insights to drive recommendations
- Create performance dashboards and reports

Software proficiency
- Microsoft Excel (proficiency to mastery level)
- One or more coding languages (e.g. SQL, Python, Java, etc.) Statistical analysis ("R")
- Visualization software

Data visualization and communication
- Visualize data in tables, graphs, maps, etc.
- Communicate results of data analysis and insights

Professional skills
- Plan and organize work across multiple projects and deadlines
- Communicate in multiple formats and context (including verbal, written, and in-person)
- Collaborate within and across teams
- Work independently

CAREER CONNECT WASHINGTON 3

According to Glassdoor, the average entry-level wage for Data Analysts nationwide is $63,000.00, qualifying this as a job providing family-sustaining wage with ample room for growth.

Source: https://www.glassdoor.com/Salaries/entry-level-data-analyst-salary-SRCH_KO0,24.htm

I-R5. Employer attests that Career Launch program is in compliance with required federal, state, and local regulations.

All employers attest that this program is in compliance with applicable laws within their area.

I-R6. Employers will outline a student supervision and mentorship model.

Each student in the Career Launch Data Analyst program will be assigned one manager who manages a small team of interns in addition to full-time employees at the company. The manager will provide feedback on work product and performance to the student participating in the Career Launch program. The manager will also provide advice and coaching regarding knowledge, skills, and abilities required for the specific role and at the company at large.

Students will also have the opportunity to interact across teams and within affinity groups within the company based on interest. Managers will provide the opportunity for students to complete a post-program evaluation for continual improvement of the program.

If issues arise during the work-based learning experience, the student will also be able to reach out to a contact in Human Resources at the employer. Lastly, students will have support from WSU to ensure that credits are appropriately awarded for the work-based experience. The advising team at WSU will also serve as a backstop should any issues arise during the student participation in the Career Launch program.

I-R7. Description of common career pathway(s) beginning with entry-level position specified with demonstration of likely salary growth over specified time period.

Data analyst roles encompass a broad set of job titles and functions across industries from Marketing Analyst to Business Intelligence Analyst to HR / Payroll Analyst. (see additional roles listed in P3)
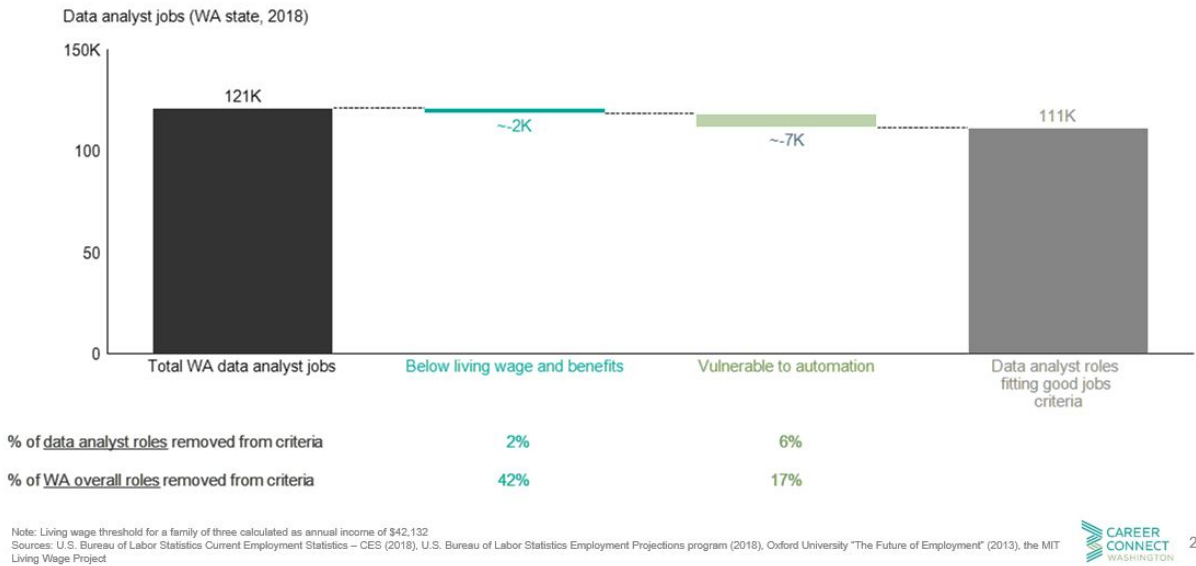
Since this Career Launch program is developed for multiple industries and regions across Washington state, there is no singular path that a Data Analyst Career Launch completer may pursue. The following are potential career pathways that students may pursue. All data is from LinkedIn salary insights. Given the many opportunities for remote work in data analytics, salaries are from national benchmarks.

For Career Launch completers interested in digging deeper into advanced, quantitative analytics. Salary data from LinkedIn salary insights for Washington jobs and salaries.

Career Stage	Potential titles	Beginning salary range	Est. years in role before advancement
Entry-level	Data Analyst, Business Intelligence Analyst, Risk Analyst, Quality Analyst, HR Analyst	$55,000-$75,000	2-5
Senior-level	Data Scientist, Data Engineer, Business Intelligence Manager, HR Manager	$80,000+	5+ years

From the Bain-led research analysis, 92% of the ~120,000 data analyst jobs in Washington meet or exceed living wage levels (>$42,000 / year) and have low vulnerability to automation. See below chart:

Most data analyst roles are "good jobs" with family sustaining salaries and a low risk of automation

Data analyst jobs (WA state, 2018)

	Below living wage and benefits	Vulnerable to automation
% of <u>data analyst roles</u> removed from criteria	2%	6%
% of <u>WA overall roles</u> removed from criteria	42%	17%

Note: Living wage threshold for a family of three calculated as annual income of $42,132
Sources: U.S. Bureau of Labor Statistics Current Employment Statistics – CES (2018), U.S. Bureau of Labor Statistics Employment Projections program (2018), Oxford University "The Future of Employment" (2013), the MIT Living Wage Project

CAREER CONNECT WASHINGTON   22

I-R8. Demonstrated competency alignment with relevant professional standards for specified entry-level positions when applicable.

There is not one set of specific industry standards required for this position (e.g. specific software competencies, licensures, etc.). However, the KSAs as described in IR-4 were developed in partnership with industry experts from Tableau, F5, and Avista, along with education partner input from WSU, and other benchmarks from Bain and CoLAB. The KSAs developed serve as relevant professional standards for the purposes of this program. See attached KSAs for more detail.

I-R9. Signed letter from employers partners attesting that Career Launch completers will be ready for specified entry-level jobs, including an optional, non-binding commitment estimating number of Career Launch completers they plan to interview/hire over the first three years of the program.

Please see employer letters of support in the Appendix.

<u>Academic-Related Checklist</u>

A-R1. List of academic institution(s) providing career-aligned instruction for Career Launch program.

Washington State University (Pullman, Vancouver, Everett, and the Online Global Campus)

A-R2. Curriculum scope and sequence aligned to skills and competencies provided in employment checklist.

See WSU Data Analytics curriculum in Appendix.

A-R3. Demonstration of student supports (e.g. mentoring, advising, financial aid, tutoring) available for Career Launch students enrolled in the course.

Mentoring

Data Analytics Advisory Board, https://data-analytics.wsu.edu/advisory-board/

The Data Analytics Advisory Board is composed of industry leaders across the Pacific Northwest committed to partnering with this WSU academic program to ensure graduates are ready to meet industry news and expectations. These industry partners are committed to provide hands-on application of skills through mentoring, internships, and partnership in the senior capstone experiential learning course offering industry projects.

We currently have an active industry board with members representing a diverse range of industry partners: Boeing, Microsoft Clearwater Paper Corp, Discovery Org, Google, Moss Adams, Nordstrom, Schweitzer Engineering Labs, T Mobile, Kaiser Permanente Washington, and Unify Consulting.

Data Analytics Seminar

The program director has established a weekly seminar to provide additional support for students in the program. This seminar includes discussions about courses, internships, resume writing, and employment related questions. Guests will periodically be invited to the seminar, including industry board members, external stakeholders, and WSU personnel and faculty to talk with the students. The seminar allows students to build community and get advice from a diverse group of professionals working and doing research in the field.

Advising

Data Analytics Program, (DAP) https://data-analytics.wsu.edu/meet-the-director/

There are seven Data Analytics Advisors/faculty/staff who support the Pullman, Global, Vancouver and Everett programs with specialized advising. Advisors work with majors to assist in sequencing the coursework for their particular needs, accessing support services, and working to identify or adjust areas of application. Advisors also work with high school and transfer students to help them prepare for the coursework needed to begin or transition over to Data Analytics. Advisors serve as a link to students for additional university support and services available throughout the university, specialized for their academic, personal, or financial needs.

Major Exploration Advising Program (MEAP) - https://exploremymajor.wsu.edu/

Provides personal advising and guidance for students needing assistance with selecting a program of study at WSU and/or specifically within the College of Arts and Sciences. Three MEAP advisors lead discussions with students about exploring academic majors & minors, career education, and campus academic-enrichment resources; specifically targets students who have yet to earn college credits, and have accumulated no more than 30 semester college credits.

Academic Success and Career Center (ASCC), www.ascc.wsu.edu

The ASCC serves as the central advising and career services for the WSU Pullman campus. The center provides summer orientation & advising for all new undergraduate students, personal advising & career coaching for returning students, and hosts year-round workshops and events focused on personal and professional development. The ASCC partners with the College of Business, College of Engineering, and the College of Arts & Sciences to host a fall & spring career expo as well as promote explorer networking and career readiness tips.

Tutorial

Academic Success and Career Center (ASCC), https://ascc.wsu.edu/peer-tutoring/

Free Tutorial Services for (31) subject areas covering Math, Sciences, Humanities, and the social sciences. The ASCC also serves as the central advising and career services for the WSU Pullman

campus. The center provides summer orientation & advising for all new undergraduate students, personal advising & career coaching for returning students, and hosts year-round workshops and events focused on personal and professional development.

The Math Learning Center (MLC), http://math.wsu.edu/mlc/
Free Tutorial Services through the Math Learning Center, which is fully staffed with qualified tutors to assist students with class assignments. The MLC provides academic support for students enrolled in all math courses offered at Washington State University.

Computer Services - Dept. of Mathematics and Statistics, www.math.wsu.edu/computerservices/
Four computing labs are available to students and faculty. These labs support both Linux and Windows operating systems running mathematical software such as Maple, Matlab, SAS, Minitab, Splus, and LaTeX, as well as other computing packages. Students may access mathematical software at any time by using an interactive website maintained exclusively for math courses.

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Voiland College Student Success - (VCEA) Tutoring Services,
www.vcea.wsu.edu/student-success/tutoring
Tutors are experienced Voiland College undergraduates who are trained to work with students. Tutoring is available for all engineering, computer science, and construction management disciplines. Tutoring Services are also available for one-on-one tutoring and workshop formats.

Carson Center for Student Success Services,
https://business.wsu.edu/carson-center-for-student-success/

Financial Support
Provost Office / Office of Academic Engagement / Invest In Cougs
https://provost.wsu.edu/investincougs/
Invest in Cougs is an OAE initiative that supports students in persisting toward graduation through matched savings, peer mentoring, financial education, and individualized support to alleviate financial barriers. Students have the opportunity to save $1000 and have their savings matched at 400%, to use toward their education at WSU. Along the way, we help students successfully navigate the institution, gain a sense of belonging, and engage in an academic experience unique to their passion and goals

Student Financial Services offers support, guidance, and distribution of state & federal educational aid, as well as university scholarships. This office has gathered helpful resources for students across all WSU campuses to help ensure all students can have access to the many resources available to them in a variety of ways throughout their academic career.

Financial Aid, https://financialaid.wsu.edu/
This office helps students locate and apply for financial aid, as well as understand their financial aid received, through options including grants and waivers, student jobs, loans, post-baccalaureate aid, student-athletes, and consortium agreements.

Scholarships, https://financialaid.wsu.edu/scholarships/

The WSU scholarship search tool helps students find scholarships that not only look at academic performance, but also Academic interests, talent, financial need, community service, leadership, career ambitions, campus involvement. The tool allows students to look at WSU as well as outside scholarship sources.

A-R4. Number of postsecondary credits provided and / or credential earned upon completion of program.
Students will earn 120 semester credit hours and will receive a B.S. in Data Analytics.

A-R5. Demonstrated curricular alignment with relevant professional and / or academic standards associated with coursework and credential, when applicable.

See attached KSAs and WSU curriculum in Appendix.

A-R6. Details of potential for current or future partnerships and/or scalability of the program within and across sectors and/or geographic locations (e.g. articulation, degree pathways), when applicable

We anticipate continued growth in this program with more students, more employers, and more education partners. As stated in question P4, we are targeting 10-15 students in this pilot year and 60+ after 5 years (a conservative estimate).

We continue to engage regional networks and industry associations about employer interest in this program. As the economy recovers from the pandemic, we anticipate additional employer participation and commitments to host students for paid work-based training. Furthermore, as referenced throughout the application, we are also working to add more education partners.

Appendix
- Knowledge, Skills, and Abilities required for entry-level Data Analyst
- WSU Data Analytics Curriculum
- WSU letters of support
- CTC letters of support
- Regional network letters of support
- Employer letters of support
- Sample employer job descriptions