Organization
City of Seattle Office of Economic Development AND Office of Arts & Culture

Project Title
Creative Career Pathways Analysis

Organizational Background
The City of Seattle’s Office of Economic Development (OED) and Office of Arts & Culture (ARTS) are collaborating to create Seattle’s first inclusive creative cluster strategy to meet the common needs of businesses, organizations and employees and mitigate inequity as we prepare for the next industrial revolution: the network economy. Business attraction and support, education and workforce training, specialized infrastructure and resources, research and development, and quality standards all contribute to a unified cluster strategy framework that drives policy and investments to advance economic development. This creative cluster strategy will lay the foundation for a multi-year, multi-pronged approach that includes workforce development and primarily focuses on career connected learning activities. The network economy will fundamentally change the way we work, centering creativity and connectivity as primary inputs.

Project Description
Seattle and the world’s economy are on the cusp of a new industrial revolution, which will radically change the nature of work. With the rise in Automation, AI and 5G, we know that creativity and innovation will become more critical to our shared prosperity. To prepare Seattle’s young people – and particularly young people of color – for the economy of the future, the City of Seattle’s Office of Economic Development and Office of Arts & Culture are introducing a pilot internship program focused on developing creative skills and networks. We seek recommendations for scaling a career-connected learning model (or models) that ensures quality, aligns with existing City initiatives, engages educational/training partners, and meets the needs of employers and young people, while advancing equity and representation for people of color within creative career pathways (film/media, music, design, event production, cultural organizations, etc.).

Travel Required?
No
Deliverables
1) Program review of career-connected learning models and pathways, particularly in creative fields such as film, music, design, and event production. 2) Recommendations for how OED, ARTS, and other City departments can scale their career-connected learning activities, including the pilot internships in creative fields.

Key Tasks for Consultants
Review and assess regional and national creative career-connected learning programs. Review and assess current City of Seattle youth employment initiatives and programs. Interview interns, employers/supervisors, and educational/training partners who are in a cohort supported by OED and ARTS. Analyze needs and opportunities of all stakeholders and make recommendations to ensure their needs are met. Present recommendations to OED/ARTS creative cluster team.