114th Partnership premieres new product – Spark 101 Career Snapshots – thanks to Cisco Foundation grant to create 60-90 second introductions to high-growth careers

Profiling in-demand careers to inspire next-step action

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The 114th Partnership recently premiered a new Spark 101 program feature, entitled Spark 101 Career Snapshot Videos (Snapshots). The production of the videos, which are 60-90 second introductions to high-growth career fields in the Phoenix area, was generously funded by the Cisco Foundation. These videos – profiling in-demand careers in healthcare, cybersecurity, and insurance - are designed to provide students and/or jobseekers with a window into careers they may not have known existed and to subsequently inspire a next-step action. Those actions include, but are not limited to, in-depth exploratory actions within college and career counseling and planning platforms.

The Snapshot Videos benefit from the same motivational science research as the full Spark 101 STEM Skills Video program and are designed to raise awareness of high-demand careers in a geographic area, the types of problems professionals in those fields solve, and the education and certification pathways that develop the skills needed to succeed in those careers.

In order to design and promote this initiative, the 114th worked closely with the Maricopa County (AZ) Workforce Board. MCWB, led by Executive Director Patricia Wallace, is an ideal partner because both organizations focus on developing resources to increase equity in high-opportunity careers. In addition to the Cisco Foundation and MCWB, other collaborators on the Snapshots included Advanced Business Learning, Arizona Insurance Institute, Arizona Department of Health Services, Banner Health, Liberty Mutual Insurance, Philadelphia Insurance Company, and The Hartford.

The Spark 101 Career Snapshot Videos will reside on the Spark 101 website and will also be offered at no cost for integration into college and career planning counseling platforms (community- focused or national). Distribution collaboration has been confirmed with CareerVillage.org and Arizona@Work others, and data sharing/collection methods will include page views, video plays, completed plays and click-throughs / next-step clicks.

Tiffany Godbout, President of the 114th Partnership, said of the project: "Based upon the large skill gaps noted in the nation's top metropolitan areas, including the Greater Phoenix area, communities are not currently successful at engaging people to secure employment in the areas' most promising careers. Through our collaborations with the Cisco Foundation, the Maricopa County Workforce Board, and area employers, we have been able to broaden our product offerings and enhance current college and career planning platforms by providing a uniquely visual, dynamic, and relevant representation of careers. We anticipate these videos will assist more jobseekers in making informed decisions with regard to their career pathways."

Patricia Wallace, Executive Director of the MCWB, echoed Godbout: "With our common goal of enhancing educational and professional opportunities for our city's vulnerable populations, the 114th is an ideal partner in this space. We believe that the Snapshots will assist a significant number of Phoenix's young people in targeting realistic and high-growth career opportunities, and we look forward to continued collaborations."

"The Cisco Foundation is proud to support nonprofits like the 114th Partnership, who serve the underserved and leverage technology to improve the reach and efficiency of services," said Kyle Thornton, Education Portfolio Manager, Cisco Foundation. "We encourage solutions that not only promote science, technology, engineering, and math (STEM) outcomes, but are also designed to be replicable, scalable, and sustainable for broad impact. Through our support of the 114th Partnership, we are excited to introduce students to high-growth career paths through Spark 101 Career Snapshots."

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