



DoubleL

PROMOTION TOOLKIT FOR PARTNERS

FOR THE CAREER AND TECHNICAL SCHOLARSHIP

WASHINGTON STATE
OPPORTUNITY
SCHOLARSHIP

CAREER & TECHNICAL

SEANSHINE

WASHINGTON HAS ONE OF THE FASTEST GROWING STATE ECONOMIES WITH MORE TRADE, STEM AND HEALTH CARE JOBS THAN WE CAN FILL.

WSOS aims to connect our state's leading industries with top Washington talent by reducing barriers to education and training and facilitating entry into high-demand careers for Washington students. We launch low- and middle-income students into careers, maximizing the state's dollar-for-dollar match on private sector investment, to ensure our state's robust economy can continue to thrive.

In the pages that follow, you will find the guidelines, graphics, logos and language you need to accurately and consistently promote WSOS and our scholarship programs in your networks and communities. Our partners are vital to our ability to reach eligible students in every corner of Washington state. Thank you for all you do to champion Washington students for Washington jobs.

If you have any questions, please reach out to Jessica Monger at jmonger@waopportunityscholarship.org.

THE MISSION OF THE WASHINGTON STATE OPPORTUNITY SCHOLARSHIP

IS TO BUILD PATHWAYS
INTO HIGH-DEMAND
WASHINGTON CAREERS
FOR WASHINGTON
STUDENTS.

WASHINGTON STATE
OPPORTUNITY
SCHOLARSHIP

CAREER & TECHNICAL

info@waopportunityscholarship.org
waopportunityscholarship.org

206.800.8025
1414 31st Ave. S., Ste. 302 | Seattle, WA 98144

CAREER AND TECHNICAL SCHOLARSHIP (CTS) MESSAGES TO SHARE

Help us spread the word about CTS on your website, newsletters and social media channels. We invite you to use or adapt the content below to fit your communications.

Your support allows us to reach more students and connect them to Opportunity Scholarships. Please use the following guidelines to ensure communications are clear and accurate.

- Link to our website whenever possible. Urge applicants to visit our **APPLICANT PAGE** for eligibility requirements and application guidelines.
- Include the CTS logo or the graphics we have provided whenever possible.
- For context, we are now recruiting for our second cohort of Career and Technical Scholars, the scholarship program was first launched in 2019.
- Help us reinforce that CTS is a program of WSOS, and just one of several pathways WSOS provides to launch Washington residents into high-demand careers in Washington state.
- Selected students are referred to as Opportunity Scholars across all scholarship programs.

SAMPLE TEXT / WEB

Use this text to promote CTS on your website or in a newsletter.

“**Apply now for the Career and Technical Scholarship provided by the Washington State Opportunity Scholarship program!**

The Career and Technical Scholarship (CTS) provides Washington state residents with \$1,500 per quarter towards an eligible associate degree, certificate or apprenticeship in a trade, STEM or health care field. Funding can be used at any Washington state community or technical college and can be used to cover tuition, fees and other costs of attendance such as housing, transportation, food and more.

CLICK HERE for more details.”

*Note: we encourage you to visit our **PROMOTIONAL TOOLKIT** on our website to find upcoming application open and close dates to make the message more impactful and customized for future applicants.*

NEW FOR 2020-21

The Rural Jobs Initiative of the Career and Technical Scholarship.

Additional financial aid and supports are now available exclusively to applicants who are residents of rural counties or graduates of a high school in a smaller district. Eligible applicants will be identified automatically when they apply for CTS. No extra steps are required for consideration.

Use the following to promote this great opportunity in your rural community and visit our website for full eligibility information:

“Do you live in rural WA? Want extra \$\$ for a trade, STEM or health care career & tech program? Eligible applicants will be identified for the NEW Rural Jobs initiative through our open scholarship application. No extra steps required.

Visit waopportunityscholarship.org today.”

SOCIAL MEDIA

- Download our graphics and logos to include in Twitter and Facebook posts to increase engagement—no permission needed.
- Note our CTS application has three application windows every year. To make social media posts most useful and beneficial to applicants please visit our **PROMOTIONAL TOOLKIT** on our website and include the upcoming application open and close dates in your posts.
- Tag **#OppScholarship** and include hashtags such as **#iamopportunity**, **#WAedu** and **#OpportunityScholars** to increase engagement and impressions.

SAMPLE TEXT / SOCIAL MEDIA

Sample posts for promoting WSOS and our scholarship programs on your social media channels:

“**Want a high-demand, family wage career in the trades, #STEM or health care?** Washington residents can apply today for \$1,500 per quarter towards eligible programs at community and technical colleges around Washington.

Visit waopportunityscholarship.org to apply!”

“The Washington State Opportunity Scholarship provides financial aid + support services to WA residents pursuing 1000s of eligible #STEM, trade and health care certificate, apprenticeship and degree programs in WA.

Visit waopportunityscholarship.org and apply today!”

Visit our **FACEBOOK** and **TWITTER** pages to share, like and engage with our social media content or post the content below directly on your own channel.



WSOS CORE MESSAGES

The following sample messages can be used to describe the Washington State Opportunity Scholarship including our scholarship programs and support services on your website, newsletters or other communications. Your support allows us to reach more students and connect them to Opportunity Scholarships. Please use the following guidelines to ensure communications are clear and accurate.

- Include a hyperlink to our website whenever possible and urge applicants to visit our website for eligibility requirements and application guidelines.
- Include our logo whenever possible in mention of WSOS or our individual scholarship programs.
- Reinforce that WSOS offers two distinct pathways to high-demand Washington jobs for Washington residents interested in launching careers in Washington state. Both the Career and Technical Scholarship and the Baccalaureate Scholarship are programs within the WSOS organization.
- The Baccalaureate Scholarship is our flagship and was established in 2011. The Career and Technical Scholarship was launched in 2019 and the 2020-21 Scholars will be our second cohort.
- Selected students are referred to as Opportunity Scholars across all scholarship programs.

Our Scholarship Programs:

WSOS provides students with two pathways to high-demand Washington jobs: Our Baccalaureate Scholarship is for Scholars pursuing a bachelor's degree in a STEM or health care field such as computer science, mechanical engineering or nursing. The new Career and Technical Scholarship (CTS) is for Scholars pursuing a degree or certificate in a high-demand trade, health care or STEM field such as welding, bookkeeping, information technology or commercial vehicle driving.

Flexible financial aid funding, coupled with student support services and industry connections helps us launch high potential Washington students into Washington jobs.

Our Support Services:

WSOS provides much more than money. Our pathway of student support begins on day one of college and follows a Scholar through the launch of their professional career. We provide resources and supports to ensure Scholars continue their studies, graduate on time, and launch their careers here in Washington state.

Data and Stats:

WSOS is a proven model for addressing the state's workforce challenges with transparent, measurable outcomes.

- Roughly two-thirds of our Baccalaureate Scholars are first-generation college students, women and students of color.
- Our Baccalaureate Scholars are more than two times more likely to graduate in four years as compared to their peers, are more likely to be employed and earn an average of 15% more in salary relative to their peers, even in similar fields of work.
- Of our inaugural cohort of Career and Technical Scholars, 82% are first-generation college students.

ELIGIBILITY REQUIREMENTS

Please refer applicants to the [APPLICATION](#) page on our website for full details on eligibility requirements and application information.

The following summarizes the basic eligibility requirements:

Residency

- Be a Washington state resident eligible for in-state tuition.
- Have earned a high school diploma or GED from a Washington state institution before the application deadline.

Financial Need

- File the Free Application for Federal Student Aid (FAFSA) or Washington Application for State Financial Aid (WASFA) for the relevant academic year by the application deadline.
- Apply for Federal Education Tax Credits, if eligible.
- Have a family income at or below 125% of Washington state median family income. The applicant's total household income (adjusted gross income plus all untaxed income) cannot exceed 125% of the 2019 Washington state median family income (MFI). For a family of one the maximum income is \$63,000 and for a family of four the maximum is \$121,000.

Enrollment Plan

- Plan to enroll in an eligible trade, STEM or health care program for the upcoming term. Over 1,000 programs across all 34 of Washington state's community and technical colleges are eligible, including welding, manufacturing, bookkeeping, information technology and commercial vehicle driving.
- Plan to enroll at an eligible Washington state community or technical college for the upcoming term.
- Plan to enroll in at least six credits every term. Scholars are not required to enroll in summer term.
- Not plan to earn a bachelor's degree after completing your program.

Previous Education Experience

- Not yet have a bachelor's degree.

Interested applicants must complete the entire application process if they are to be considered. Applicants must:

1. Complete all application sections via the Scholarship Application Portal and click "Submit" by the application deadline.
2. If applicable, mail an unofficial transcript or GED scores to:

WSOS

c/o Career and Technical Scholarship
1414 31st Ave. S., Ste. 302
Seattle, WA 98144

3. Submit the FAFSA or WASFA for the relevant academic year by the application deadline.

The application will require approximately 60 to 90 minutes to complete. Applicants may start the application, save progress and return to complete it later up until the application deadline.

Applicants should know what college they will enroll in and what program they intend to complete. For more information about each of the application components visit the **REQUIREMENTS CHART** on our website.

CAREER AND TECHNICAL GRAPHIC RESOURCES / BANNERS

Use these graphics on your website, social media or in newsletters. You are invited to add your partner logo and adapt the message as needed. Please let us know if we can help customize content including adding your logo. Visit our **PROMOTIONAL TOOLKIT** to find the banners for download.



WE CAN LAUNCH
YOUR CAREER IN
WASHINGTON STATE.

APPLY TODAY.

#iamopportunity

Washington State
OPPORTUNITY
SCHOLARSHIP
Career & Technical



TOGETHER WE CAN
FILL WASHINGTON
TALENT SHORTAGES
WITH WASHINGTON
STUDENTS.

#iamopportunity

Washington State
OPPORTUNITY
SCHOLARSHIP
Career & Technical



APPLY TODAY
AND BECOME AN
OPPORTUNITY
SCHOLAR, A FUTURE
TRADE, STEM OR
HEALTH CARE
LEADER.

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Washington State
OPPORTUNITY
SCHOLARSHIP
Career & Technical



OPPORTUNITY
SCHOLARS ARE
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#iamopportunity

Washington State
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SCHOLARSHIP
Career & Technical



BECOME AN
OPPORTUNITY
SCHOLAR. GRADUATE
FASTER, EARN
MORE AND LAUNCH
A CAREER IN
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Career & Technical



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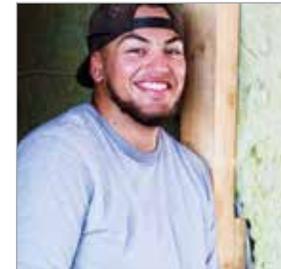
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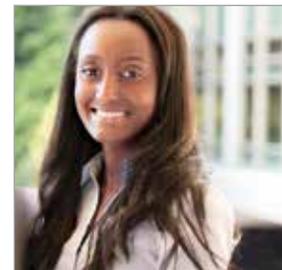
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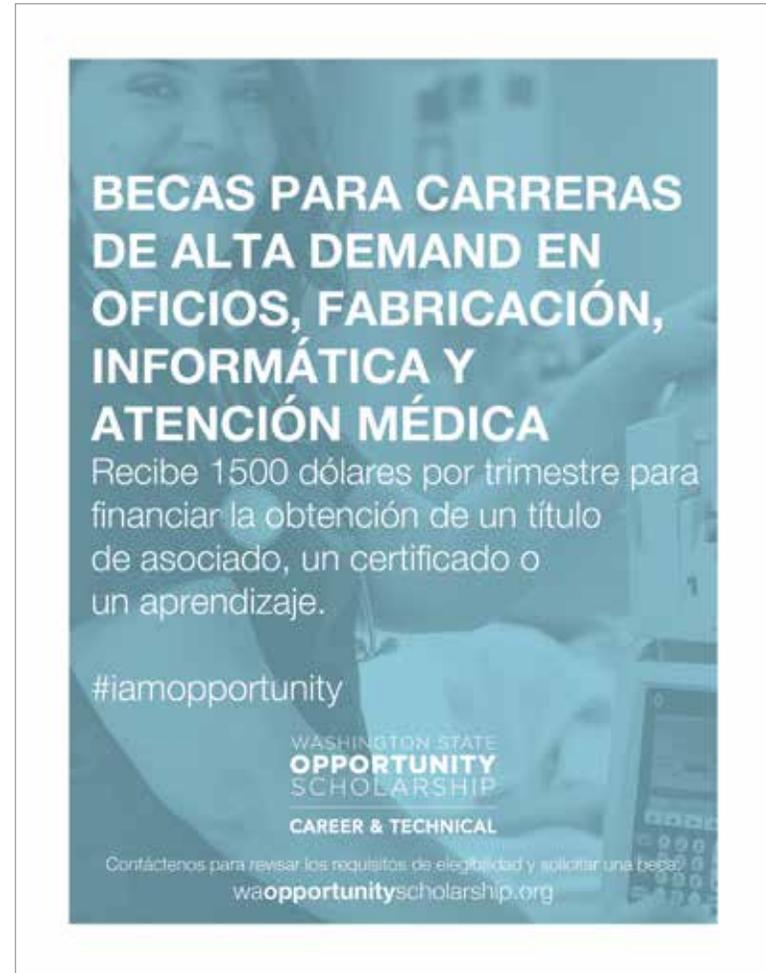
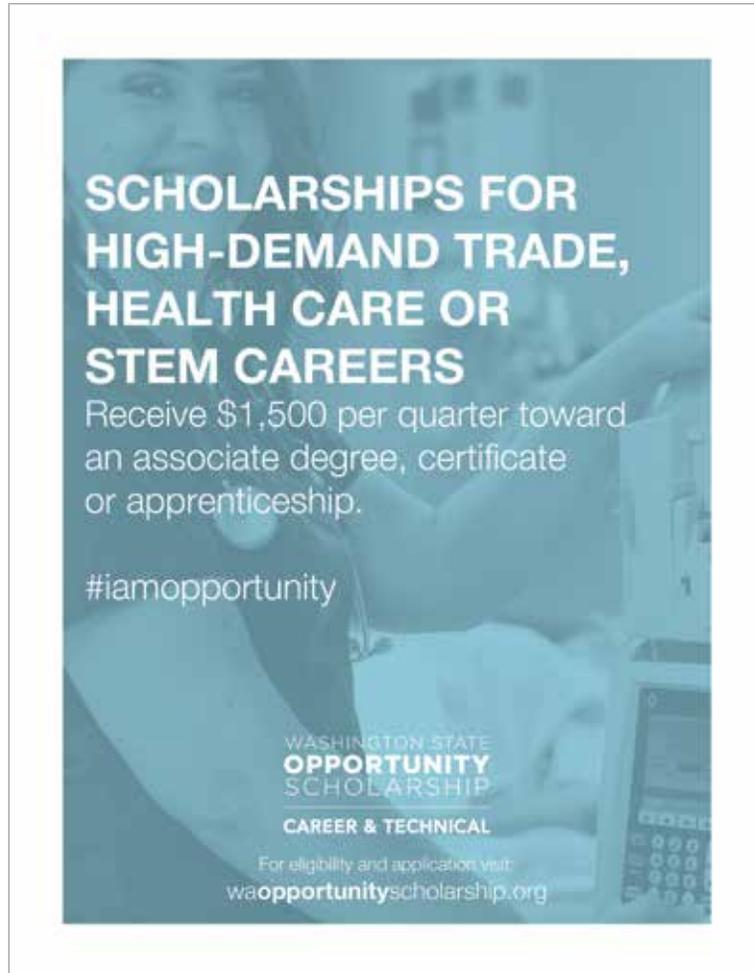
CAREER AND TECHNICAL GRAPHIC RESOURCES / BOXES

Use these graphics on your website, social media or in newsletters. You are invited to add your partner logo and adapt the message as needed. Please let us know if we can help customize content including adding your logo. Visit our **PROMOTIONAL TOOLKIT** to find the boxes for download.



CAREER AND TECHNICAL GRAPHIC RESOURCES / POSTERS

WSOS can send you 11x13" posters for posting in education, workforce or other spaces where future applicants may see. You are also welcome to print 8.5x11" versions from your home or print offices. Visit our **PROMOTIONAL TOOLKIT** to find the posters for download.



Note: we are happy to translate the posters into other languages as needed. Please reach out to info@waopportunityscholarship.org with the language requested and we can send you a file ready to be printed at your discretion.

CAREER AND TECHNICAL LOGO

The primary logo includes the blue brand color with black in its signature sans serif font. The secondary logo is designed to be used in more compressed areas and must be used in addition to the provided by logo. Visit our **PROMOTIONAL TOOLKIT** to download our logo suite.

WASHINGTON STATE **OPPORTUNITY** SCHOLARSHIP

CAREER & TECHNICAL



A SCHOLARSHIP PROVIDED BY
WASHINGTON STATE
OPPORTUNITY
SCHOLARSHIP

Pantone: Black 6 C
CMYK: 82, 71, 59, 75
RGB: 17, 25, 33
HEX: #101820

**Pantone: Black 6 C
at 45%**
CMYK: 40, 31, 30, 0
RGB: 160, 162, 166
HEX: #888D91

Pantone: 631 C
CMYK: 70, 10, 18, 0
RGB: 52, 175, 200
HEX: #36B0C9

LOGO CLEARANCE

Use the 'O' in 'Opportunity' as a guide for the relative width of space that should exist between the logo and other logos, photos, text or edges/borders. To maintain visual impact, the logo should not be printed less than one inch in width.



WSOS LOGO

The primary logo includes the dark teal brand color with black in its signature san serif font. The secondary logos are designed to be used on darker backgrounds. Visit our **PROMOTIONAL TOOLKIT** to download our logo suite.

WASHINGTON STATE **OPPORTUNITY** SCHOLARSHIP

WASHINGTON STATE
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PRIMARY COLORS

The dark teal and black should be used consistently for brand distinction whenever possible. White and gray will also play a very important role in the WSOS brand. The bright teal should only be used in the logo on dark backgrounds when there is a need to make the logo really stand out.

Pantone: 7721 C

CMYK: 91, 45, 56, 27

RGB: 0, 93, 95

HEX: #005C5D

Pantone: Black 6 C

CMYK: 82, 71, 59, 75

RGB: 17, 25, 33

HEX: #101820

Pantone: Black 6 C at 45%

CMYK: 40, 31, 30, 0

RGB: 160, 162, 166

HEX: #888D91

White

CMYK: 0, 0, 0, 0

RGB: 255, 255, 255

HEX: #FFFFFF

Pantone: 3262 C

CMYK: 73, 0, 36, 0

RGB: 12, 186, 180

HEX: #00BBB4

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WASHINGTON STATE
OPPORTUNITY
SCHOLARSHIP

HELVETICA NEUE BOLD

AaBbCc0123

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

HELVETICA NEUE LIGHT

AaBbCc0123

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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