



Effectively Communicating the Value of Pre-Apprenticeship and Registered Apprenticeship for Youth

Due to the rising skills gap in the economy, employers across the country are struggling to find people with the necessary abilities. Young people entering the job market must continue to improve their skill sets, and businesses must become talent incubators to prosper. Youth apprenticeship programs lay the groundwork for young people to pursue various career paths by combining technical classroom instruction with supervised paid work experience, thus providing skilled talent pools.

Apprenticeship: The Winning Combo for Business and Youth

Pre-Apprenticeships:

- Engage school-age youth in exploring career pathways and developing skills to enter a Registered Apprenticeship Program (RAP).
- Simulate experience through hands-on training or volunteer opportunities that do not displace paid employees.
- Provide approved curriculum through training based upon industry standards and endorsed by Registered Apprenticeship Program (RAP) partner.
- Increase diversity by recruiting and preparing underrepresented populations to succeed in a registered apprenticeship.
- Provide supportive services and referrals to assist participants in completing pre-apprenticeship programs (e.g., transportation, childcare).

Registered Apprenticeships:

- Have a proven track record of producing solid results for employers and workers, including livable wages and high employee retention rates.
 - Offer access to hundreds of occupations in high-growth and emerging industries.
 - Engage in-and-out of school youth in work-based/experiential learning while furthering their education.
 - Allow businesses to gain access to a talent pipeline of entry-level workers to address skills shortages in the workplace.
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Employer Communication: Valuing Registered Apprenticeships

A solution to the labor shortage

Agriculture, construction, healthcare, hospitality, manufacturing, and information technology want qualified workers. Colleges won't be able to fill all these positions either, according to a 2021 Brookings Institution report. With the rising costs of college and lower rates of youth identifying college as a viable option, it positions apprenticeship as a robust solution. With fewer youth identifying college as a viable option due to increasing costs and other factors, apprenticeship is becoming an attractive alternative for many youths nationwide. With an apprenticeship, businesses gain access to a talent pipeline of entry-level workers to address skills shortages in the workplace.



Good for Business

It takes time and money to upgrade a workforce, but companies don't have to go at it alone when using a Registered Apprenticeship Program (RAP). Grants, resources, and assistance offered by RAPs can help companies establish apprenticeship programs.

Positive Return on Investment (ROI)

Respondents to a [2020 North Carolina Department of Commerce apprenticeship program survey](#) showed an additional \$1.70 of value for every \$1.00 investment in apprentices. This favorable ROI is often due to a combination of **increased productivity and higher worker retention**.



National Credentials

"Apprenticeships provide companies with **credentialing that is valid for locations across state lines**. With a RAP, there are standards that can then be used by the employer across the country. Nationwide businesses don't want to do business 50 different ways."

-Noel Ginsberg, Founder & CEO of CareerWise.

Companies with above-average diversity produced a greater proportion of revenue from innovation than from companies with below average diversity.

-Forbes, Jan. 2020

Diversity Equals Success

Apprenticeships are an excellent way to provide employers with a **broader talent pool that can contribute to economic growth**. [Studies](#) continue to show that "socially diverse groups are more innovative and productive than homogeneous groups."

Youth Perspective: Understanding Apprenticeships

What Youth Want

High school students hunger for hands-on and authentic learning experiences. There is also a growing sense that youth want work aligned with their personal search for efficacy and meaning. Education systems in the United States and globally are realizing that there needs to be a greater alignment between how students are taught, what and how they learn, and how they are prepared for the world beyond the classroom. Registered Apprenticeship Programs can offer this alignment to youth.

Earning Potential

- Youth apprentices begin earning wages from the onset--while they learn their new skills.
- Apprentice graduates earn more over their lifetime (\$300K+) than their peers who do not graduate from an apprenticeship. On average, the starting salary for apprentices is about \$72,000/year.



References:

- Workforce GPS - YARG Community – Blog: [Value of Apprenticeships](#)
- [Apprenticeship.gov](#)