



# JOIN THE APPRENTICESHIP REVOLUTION!

YOU DON'T HAVE TO GO TO COLLEGE TO JOIN A TOP PROFESSION



## What is THE MODERN APPRENTICE?

- COST EFFECTIVE CUSTOMIZED, SUPERVISED, AND PAID ON-THE-JOB TRAINING
- WAGES GRADUATED IN STEP WITH SKILLS GAINED DURING TRAINING
- RELATED CLASSROOM INSTRUCTION (ON OR OFF SITE) TO REINFORCE TECHNICAL SKILLS LEARNED IN THE WORKPLACE
- FORMALIZED MENTORING AND COACHING
- NATIONALLY RECOGNIZED INDUSTRY CREDENTIALS OR SPECIALIZED TECHNICAL CERTIFICATION EARNED FOR DEMONSTRATING THE ACHIEVEMENT OF WORKPLACE COMPETENCIES
- AFFORDABLE CREDIT LEADING TO AN ASSOCIATE OR BACHELOR'S DEGREE, RECOGNIZING PAST WORK HISTORY AND LEARNING



## HARRIS POLL

### 92%

of US adults with an opinion about apprenticeships view them favorably

### 80%

Americans believe more people should consider earn-while-you-learn apprenticeship programs

### 70%

Americans wish they knew more about such opportunities

### 90%

of people with direct or indirect apprenticeship experience feel it had a positive effect on their career

## THE MAGIC SAUCE – Outcomes That Matter

- Improves companies' overall performance
- Provides a competitive advantage in the marketplace
- Brings value through the much-enhanced productivity of apprentices
- Reduces turnover and increases employee loyalty, significantly reducing training and recruitment costs
- Enables workers to better integrate into their business's culture and develop greater leadership potential
- Builds a bench of highly qualified workers and future managers with demonstrated skills, experience, and strong work ethic
- Diversifies their workforce
- Improves employee engagement, problem-solving skills, and flexibility in performing a variety of tasks, while reducing the need for supervision

### 40%

of US Employers can't find employees with much needed skills

### 60%

are disappointed by the lack of preparation for entry-level jobs and beyond

### 75%

of 3,000 recently surveyed employers across all sectors reported a skills shortage

### 92%

said the skills shortage was negatively impacting productivity, staff turnover, and employee satisfaction, citing a lack of available training and development as a main reason

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## THE FACT OF THE MATTER

- Employers and students are looking for alternatives to the debt plagued 4-year school approach for learning and skills.
- The government is questioning the level and quality of completions and success within the 4-year school environment and its impact on the workforce.
- Year after year more Americans find themselves underemployed.
- Employers are looking for “skills on demand” that lead to recognized credentials that still carry college credit.
- Lifelong learning is becoming more and more important as a career development and workforce development skill.
- In some cases, we see 70% of job postings that ask for a bachelor’s degree even though only 16% of people employed in the sector currently have one, leading to continuously unfilled openings. (Skills shortage or degree inflation?)
- Jobs without people. People without jobs. Employers are very much attuned to the existing mismatch between the skills employers need and the skills workers have. At the same time, prospective workers are embracing the college-isn’t-for-everyone movement and looking for affordable alternatives to higher education.

“Apprenticeships not only offer people the benefit of earning a wage while learning new skills or vocations, they are going to become an essential element of recruiting, retention, and employee development programs in the future.”

—Richard Wahlquist  
President and CEO of American Staffing Association

## THE GOOD NEWS: *This skills gap equals unprecedented opportunity*

- Factors including globalization, economic reform, and technological change are transforming the workplace and the types of jobs that will be offered in the future. Astute employers realize it’s critical to have access to a well-positioned pipeline of workers with 21st-century skills.
- Local and state governments are investing in programs and policies to expand career pathways.
- Employers across the US have an opportunity to rethink onboarding strategies and talent development. One such opportunity is the Modern Apprenticeship.
- While the US economy is experiencing a golden age, with record expansion, record low unemployment, tightening labor markets, and record profit share and stock market prices, it is hampered by an urgent need for skilled labor. The US Department of Labor estimates millions of vacancies exist in the American job market today.
- Business leaders tell us, “We simply can’t find enough people who can do the job.”
- The reasons are partly structural, partly locational, and partly cyclical. But the main reason is a lack of skills.

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