

Employer Internal Communications Kit



You're leading the charge of an innovative youth apprenticeship program; you've recognized its business value, and its importance to the community. You know it, your team knows it, and most certainly your apprentices know it.

CareerWise wants to help you tell your story of apprenticeship to the rest of your company. We've put together some ideas and resources to help out and make it easier for you.

In this communications toolkit, you'll find everything from decks you can send to a colleague whose team youth think could benefit from apprenticeship or present in a staff meeting, to copy for an internal newsletter or a slide for the breakroom.

The examples and communications assets we've provided in the toolkit speak to youth apprenticeship generally; to best tell your story, you'll want to add some of your personal experience and/or photos to make it your own.

As always, thank you for being an important part of the youth apprenticeship movement. If you have any questions or suggestions about this toolkit, contact Natelie Vigil, Director of Customer Success, at natelie.vigil@careerwisecolorado.org

Benefits of Modern Youth Apprenticeship

Youth apprenticeship creates a talent pipeline for hard-to-fill early-career roles

- Even in a post-pandemic economy, we're facing a skills gap.
- Using degrees as a proxy for skills in most entry level jobs limits our talent pool, drives up wages and candidates out of college still require extensive on-the-job training.
- Youth apprenticeship provides a multi-year training runway—at training wages—to develop young people with exactly the skills and competencies they need to step into early-career positions.

Youth apprenticeship provides meaningful progress towards our diversity and inclusion goals.

- There are significant barriers for communities of color to high-growth careers in modern fields—especially if we're insisting on four-year degrees as a proxy for skills.
- Youth apprentice candidate pools are sourced from local high schools and representative of the communities we work in and serve.
- By hiring youth apprentices before post-secondary barriers present themselves, we're providing opportunities for social mobility that didn't exist before.
- Youth apprenticeship provides a meaningful job experience, earned technical competency and essential soft-skills (such as communication, resiliency and collaboration), and most importantly, a network of professionals that can create a cascade of connections that we all depend on for career advancement.

The valuable work performed by youth apprentices creates opportunity for existing staff.

- Full-time staff with management aspirations can gain leadership experience by supervising apprentices.
- The increasingly meaningful work performed by apprentices frees staff time for more strategic work while apprentices focus on some of the day-to-day tactical work.
- The innovative nature of the program creates executive visibility for youth apprenticeship champions within the company—youth apprenticeship as a movement is generating positive coverage from local and national media, legislators and corporate luminaries.

Sample Copy for Your Newsletter

Youth Apprenticeship: Don't call it an internship!

[COMPANY NAME/DIVISION/TEAM] has partnered with CareerWise Colorado to hire [#] youth apprentices from local high schools as [INSERT OCCUPATIONS]. Youth apprentices are working alongside our seasoned professionals to step into entry-level roles at the completion of their training.

But, they're not just grabbing coffee or making copies, the work they do is increasingly valuable as the training progresses over the course of multiple years. It's work that is freeing up the rest of the team for more strategic projects, while opening doors to high-growth career opportunities that weren't there before in modern, knowledge-economy fields.

For the [INSERT TEAM] team/department, youth apprenticeship is developing a culture of mentorship and providing leadership opportunities for aspiring managers, and for [COMPANY], it's opening up new talent pipelines for our hard-to-fill early career positions and making meaningful impact on our commitment to diversity and inclusion.

Do you have a breakroom? Put this slide on the scrolling TV announcements.

DID YOU KNOW?

[TEAM NAME] has youth apprentices doing meaningful work for us while we help open new doors of career opportunities for them... *And it's been awesome!*



Our Youth Apprenticeship program is:

- Creating leadership opportunities for current staff with management aspirations
- Freeing up time for the team to do more strategic projects
- Connecting us to the community by mentoring youth
- Developing a diverse talent pipeline for our hard-to-fill early-career roles

Visit www.CareerWiseColorado.org for more information on youth apprenticeship, and ask [NAME at EMAIL] about how working at [COMPANY NAME]



Do you have the opportunity to present in a staff meeting? You can use this presentation or invite a CareerWise Colorado staff member to present for you.

APPRENTICESHIP IN ACTION

TALENT RATIONALE

- Fill critical roles for current and future needs
- Take initiative on diversity efforts in key departments
- Build a talent pipeline to create extra bandwidth for senior management

APPRENTICE SOLUTION

- To mitigate a talent gap, financial services company Support Quality Assurance apprentices
- Fortune 500 company diverse apprentices for workforce is reaching re
- One firm hired accounts payable, fees start to focus on strate

HERE'S HOW IT WORKS

INSERT COMPANY LOGO HERE



TOMORROW'S TALENT TODAY



SPLIT TIME BETWEEN SCHOOL, TRAINING, AND WORK	
YEAR 2	YEAR 3
Equivalent of two days per week	NA
Up to 24 hours per week	32+ hours per week

ISSUES, CREDENTIALS, CERTIFICATIONS, OR TRAINING BASED ON YOUR GOALS & READINESS fulfilled in partnership with CareerWise, high school,

Check out how Denver Public School (DPS) and Colorado Workforce Development Council (CWDC) are developing their diverse talent pipeline through youth apprenticeship!

Arleth & DPS

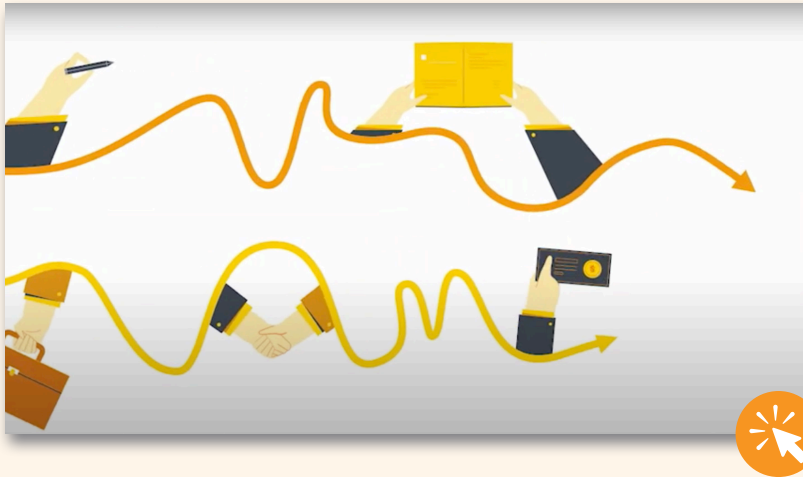
Ethan & CWDC

3

Share a Short Video with Your Colleagues

There's a full library of films [here](#), but here are a couple that we suggest:

1. animated film about modern youth apprenticeship



2. employers on youth apprenticeship



Email to Send to a Colleague

Hi _____,

I hope you're doing well.

You might know that we have youth apprentices on our team—it's a program that I really believe in, and I'd love to see it expanded across the company. Apprenticeship is more than an internship, it truly is a talent-development model that can help fill some of our early-career roles and open doors of opportunity for young people outside of the traditional college path.

I think your department in particular might really find value in it. Our team has benefited from [APPRENTICE NAME] being a part of our team in so many ways. (LIST WAYS OF HOW YOUR APPRENTICE HAS IMPACTED YOUR TEAM OR TELL A SUCCESS STORY ABOUT YOUR APPRENTICE)

The CareerWise team really helps you plan for training and projects throughout the apprenticeship making it easier to manage a younger employee and keep the program and training on track. There's more about their role [here](#).

Would you like to grab coffee and talk more about how youth apprenticeship could benefit your team?

Take care,
Supervisor Name

Here's a Slide Deck to Share with Your Colleagues

