



Community Partner Toolkit

JUNE 2018

APPRENTI[™]
TENNESSEE

The path, the plan, your career in tech.

Dear Community Partner,

Apprenti Tennessee is committed to fostering tech talent and is changing the landscape to make tech careers accessible for people with a desire to succeed. We've developed an unparalleled program for the undiscovered tech talent hidden in our local communities and are excited to work alongside you to provide a path and a plan to people ready to start a career in technology. We couldn't do it without you!

Below you'll find a short rundown of the contents included within this packet designed to help you quickly and easily spread the word about the Apprenti Tennessee program.

> **ABOUT APPRENTI**

This reference sheet provides prospective apprentices all the insights they need on what Apprenti Tennessee is and how to apply. We recommend sharing this with your team and encouraging them to share it with those they feel would be a great match for the program.

> **THE PITCH**

This elevator speech summarizing the program is everything you and your team need to know to help spread the word in passing to anyone who might benefit from Apprenti.

> **BLOG/SOCIAL MEDIA POSTS**

We've included a sample blog post/short article you can use to get the word out there on your website or newsletter. Feel free to customize the content to best communicate the message. We've also provided sample posts for you to use in social media. We simply ask that if significant changes are made you gain final approval from us directly before publishing.

Your support in assisting our recruiting efforts is crucial to the success of Apprenti Tennessee. Please let us know if you have additional ideas for ways we can collaborate to bring greater awareness of registered tech apprenticeship.

Warm regards,
Sandi Hoff
NTC Foundation

Apprenti Tennessee provides you a path and a plan to a career in technology. **Your future in tech starts now.**

WHY APPRENTI?

The tech industry is growing in Tennessee, and there is increasing demand for workers who can fill these high-paying jobs. Apprenti Tennessee provides a proven, reliable pipeline for underrepresented groups such as minorities, women and veterans to gain training, certification and placement within the talent-hungry tech industry. Through our innovative selection, certification and hiring process, we are bridging the talent gap and meeting the demands of the tech industry's growing workforce.

Every day employers, from startups to well-respected global names, are on the hunt for talent like you who have a knack for tech and can give them a more diverse perspective that helps them stay more connected to their customers.

Apprenti is a registered apprenticeship program that offers you a path and plan to a career in the tech industry.

GET STARTED TODAY

If you're over 18 with a high school diploma or equivalent and eligible to work in the United States, you can apply for this competency-based program today by taking the online assessment. Top performing candidates will be asked to interview with employers such as 3-D Technology Group, Change Healthcare, Asurion, Community Health Systems, Bank of New York Mellon, Eventbrite, Center for Medical Interoperability, Ingram Content, Ingram Barge, Lifeway, TekLink, InfoWorks, Brookdale, Kraft Technologies, and UBS.

Candidates who are accepted will be offered a full-time position paying approximately \$36,000 with benefits prior to entering into the registered apprenticeship program. Apprentices will then enroll in technical training full-time for two to five months before starting their on-the-job training.

YOUR CAREER IN TECH AWAITS YOU

All you have to do is complete the apprenticeship program, including accelerated training and on-the-job training, and you are on your way to a thriving career in technology. Apprenticeship opportunities are available in the following occupations:

- > Network Security Administrator
- > Software Application Developer
- > Web Application Developer
- > Linux or Windows Systems Administrator

Frequently Asked Questions

How many apprenticeships are available?

Apprenti Tennessee will offer apprenticeship opportunities quarterly based on employer demand.

How much can apprentices expect to earn during their one-year apprenticeship?

The salary will depend on the occupation. The minimum salary for the year-long apprenticeship is approximately \$36,000 per year plus benefits. Apprentices will also receive at least a 10% increase at mid-year based on improved competency.

What is the time commitment?

The time commitment for the apprenticeship including the technical training is full-time.

What types of people are likely to be accepted into Apprenti Tennessee?

Anyone is eligible to apply for Apprenti. The tech industry is seeking a more diverse workforce, so Apprenti is actively recruiting women, minorities and veterans. Successful applicants are likely to have good communication skills, be fluent in English (spoken and written), and have the determination to be successful.

What type of questions are on the online assessment?

The assessment is divided into three sections: math, logic and critical thinking, and soft skills. The assessment has multiple choice answers and will take approximately 3 hours to complete. Applicants must complete all sections of the assessment within 10 days after starting the test.

Who are Apprenti's training partners?

Apprenti Tennessee contracts with local and national training providers who can deliver the content required to prepare apprentices for their occupation. Depending on the occupation, classes are taught in-person and/or online with a live instructor present for support.

Will apprentices automatically have a permanent position with the company where they are placed for their apprenticeship?

The employer has the opportunity to retain their graduated apprentices. If they are not offered a full-time permanent role, they are eligible to apply for roles with other Apprenti employers.

The 1-Minute Pitch

If you're on the career hunt, have you considered getting into the tech industry? Right now there is a high-demand for tech workers in Tennessee and the job openings pay well. Plus employers are looking for talent like you who have a knack for tech and can give them a more diverse perspective that helps them stay more connected to their customers.

Apprenti is a registered apprenticeship program that gives you a path and plan to a career in the tech industry. It's a simple process:

- > All you have to do to get started is take an online assessment. Highly ranked candidates will be invited to interview with staff. The best candidates advance to company interviews, and if you're a fit, you'll be offered an apprenticeship role.
- > Once accepted, you'll be placed into 2-5 months of full-time technical training in your occupational area.
- > Once you complete training, you'll start your paid on-the-job portion of apprenticeship with one of Apprenti's many hiring partners such as 3-D Technology Group, Change Healthcare, Asurion, Community Health Systems, Bank of New York Mellon, Eventbrite, Center for Medical Interoperability, Ingram Content, Ingram Barge, Lifeway, TekLink, InfoWorks, Brookdale, Kraft Technologies, or UBS for a year.
- > After graduating from your apprenticeship, you'll have the opportunity and experience to qualify to be retained with your hiring company.

See the flyer for more information and take the assessment online at ApprentiCareers.org.

Sample Blog Post / Newsletter Article

Apprenti Registered Apprenticeships Create More Local, Diverse Talent For Tech Industry

If you're on the career hunt, have you considered getting into the tech industry? Right now there is a high demand for tech workers in Tennessee and the job openings pay well. Plus employers are looking for talent like you who have a knack for tech and can give them a more diverse perspective that helps them stay more connected to their customers.

What Is Apprenti?

We're thrilled to be partnering with Apprenti, a new registered apprenticeship program to offer you a path and plan to a career in the tech industry.

Getting Started

If you're over 18 with a high school diploma or equivalent, and are eligible to work in the U.S., we encourage you to apply right now through this simple process:

- > All you have to do to get started is take an online assessment and rank high enough to be invited to interview with staff.
- > If you're selected, you'll be placed into 2-5 months of full-time technical training in your occupational area.
- > Once you complete training, you'll transition to paid on-the-job training with one of Apprenti's many hiring partners such as Microsoft, F5 or Amazon for one year.
- > After graduating from your apprenticeship, you'll have the opportunity and experience to qualify to be retained by your hiring company.

Your Career In Tech Awaits You

Apprenti Tennessee gets you trained and certified as a tech hire right here in Tennessee. All you have to do is complete the apprenticeship program and you are on your way to a thriving career in technology. Apprenti is currently offering apprenticeships in network security, systems administration, web development and software development.

If you are interested in learning more about Apprenti or ready to take the assessment, please visit ApprentiCareers.org. Cheers to your future in tech!

Social Media Samples

FACEBOOK SAMPLE

Following your friends' tech careers take off on Facebook? Don't get left behind. Get ready to jump-start your own path and plan to a career in the tech industry with Apprenti, a registered apprenticeship program. That's right, your job – your career in tech awaits you, all you have to do is be selected and complete the apprenticeship program, including accelerated training, and you are on your way to a thriving career in technology. Get started with Apprenti's online assessment today: ApprentiCareers.org

LINKEDIN SAMPLE

On LinkedIn hunting for a new career? Have you considered a job in the tech industry? Right now there is a high demand for tech workers in Tennessee and the job openings pay well. Plus employers are looking for talent like you who have a knack for tech and can give them a more diverse perspective that helps them connect to their customers. Apprenti is a registered apprenticeship program that gives you the path and plan to a career in the tech industry. That's right, your job – your career in tech awaits you, all you have to do is be selected and complete the apprenticeship program, including accelerated training, and you are on your way to a thriving career in technology. Get started with Apprenti's online assessment today: ApprentiCareers.org

TWEET SAMPLES

[106 characters]: Ready to kick start your career in tech today? Check out the registered apprenticeship program @Apprenti: ApprentiCareers.org

[108 characters]: Check out @Apprenti today and discover how registered apprenticeship can lead to a thriving career in tech: ApprentiCareers.org

[130 characters]: On the hunt for a rewarding career path with plenty of jobs and high pay? Consider a tech industry apprenticeship with @Apprenti: ApprentiCareers.org

[130 characters]: Good at math? Knack for computers? What about a career in tech? Take the @Apprenti assessment to apply for a tech apprenticeship today: ApprentiCareers.org