



# Youth Apprenticeships, an Innovative Approach to Building High School/College/Career Pathways

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- Comprehensive two-year college in central South Carolina
- 28,000 students
  - 14,000 Academic
  - 14,000 Corporate and Continuing Education
- 120+ programs of study
- 1/3 of area high school graduates attending college enroll at MTC first
- \$87 million operating budget
- \$100+ million assets
- Six campuses across three counties
- One of the largest colleges in South Carolina
- 97% employer satisfaction with MTC graduates



## Apprenticeship noun

ap·pren·tice·ship | \ ə-'pren-tə(sh)-,ship, ə-'pren-təs-ship\

### Definition of *apprenticeship*

1: Proven approach for preparing workers for jobs while meeting the needs of business for a highly-skilled workforce.

2: Three components of a registered U.S. Department of Labor apprenticeship

- Job-related education
- Supervised on-the-job training
- Scalable wage

# WHAT IS A YOUTH APPRENTICESHIP?

- Youth apprenticeships combine
  - High school curriculum
  - Career and technology training
  - On-the-job training at a local business
- Apprentices earn
  - Paycheck
  - Two-years work experience
  - National credential
  - College credit



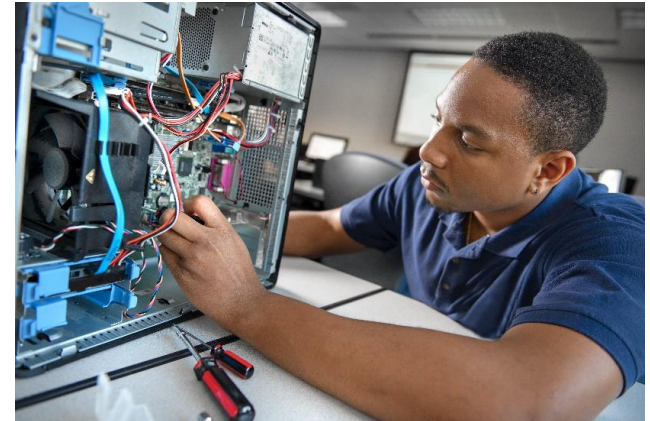
- South Carolina's investment in apprenticeship
  - Apprenticeship Carolina leads apprenticeship initiatives
  - Takes burden of working with US DOL off colleges and employers
  - Applies to adult and youth apprenticeships
  - State tax credit
  - Proven model



- Adult apprentices
  - 117 registered programs
  - 2196 job titles
  - 14,995 active participants
- Youth apprenticeships
  - 215 companies
  - 253 active youth apprenticeships

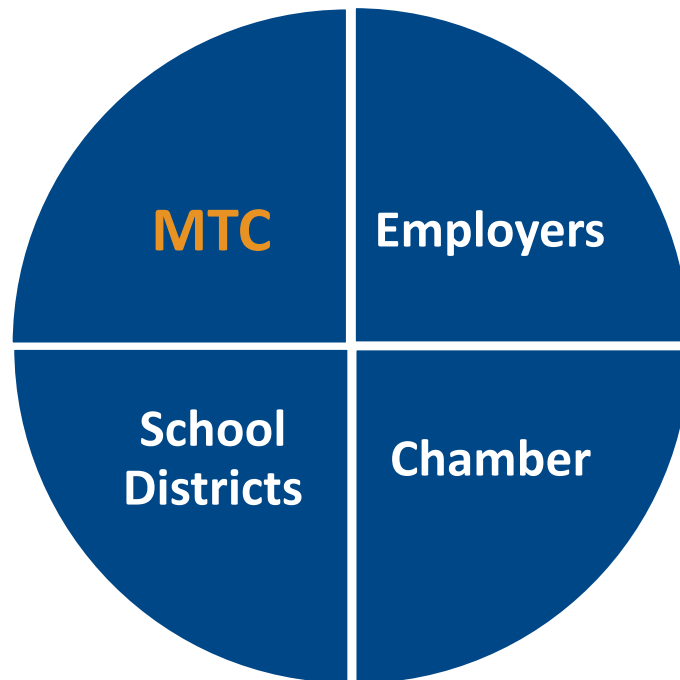


- Careers
  - Businesses and finance
  - Computers
  - Health and social services
  - Health practitioner
  - Installation, maintenance, and repair
  - Office and administrative support
  - Professional services
- Industries
  - Advanced manufacturing
  - Health care
  - Information technology
  - Public administration

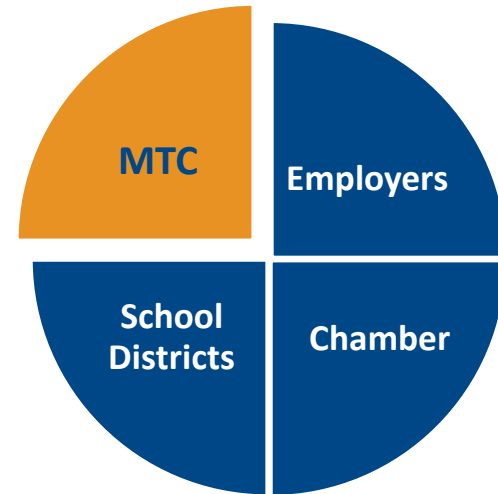


- Driven by employer needs
  - Need to address the skills gap
  - Gives students another pathway toward career success
  - Help recruit new talent into business and industry and in-demand careers
  - Provide a retention tool that helps keep students in the local area after graduation
- Across multiple industries and training programs
- School districts
  - Support student success
  - Provide pipeline to employers

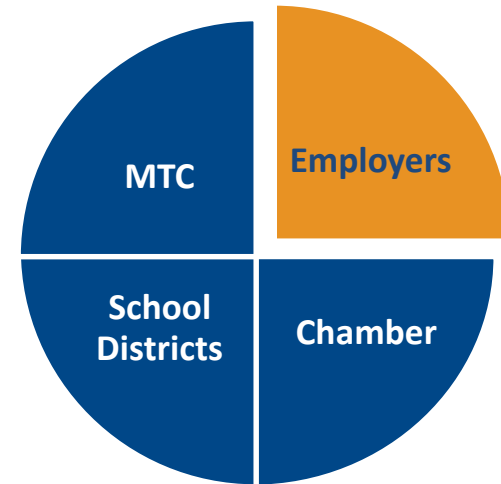




- Roles
  - Configuring curriculum to meet industry demands
  - Engage and recruit businesses
  - Assist with grant funding
  - Coordinate work of partners
- Benefits
  - Develops a pipeline of students
  - Supports college workforce development mission
  - Increases dual-enrollment offerings
  - Builds strong relationships with local area businesses



- Roles
  - Interview and hire apprentices
  - Register apprenticeship with US DOL
  - Identify mentors for apprentices
  - Develop and oversee on-the-job training
  - Pay apprentices a scalable wage
- Benefits
  - Recruiting tool
  - Standardized training plans
  - SC tax credit
  - Reduced turnover and increased staff productivity

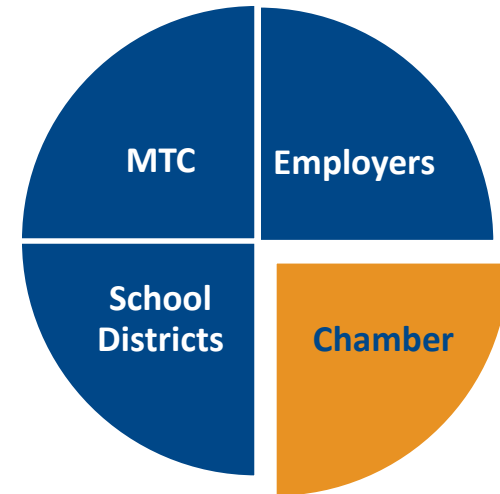


- Roles

- Build and foster community support
- Marketing youth apprenticeship program
- Engage and recruit businesses
- Assist with resource acquisition

- Benefits

- Provide highly skilled workforce for economic vitality in region
- Recruiting and retention strategy for chamber membership
- Provides value to chamber members
- Builds goodwill in the community

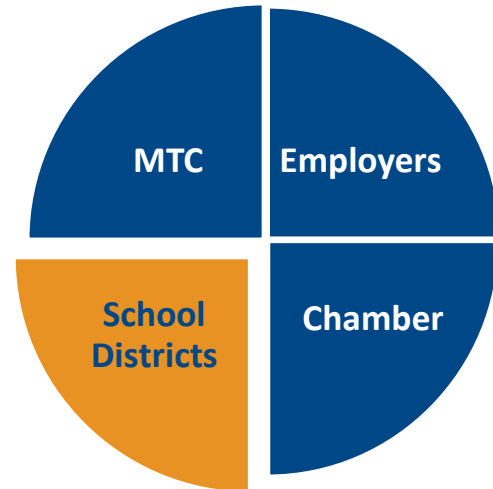


- Roles

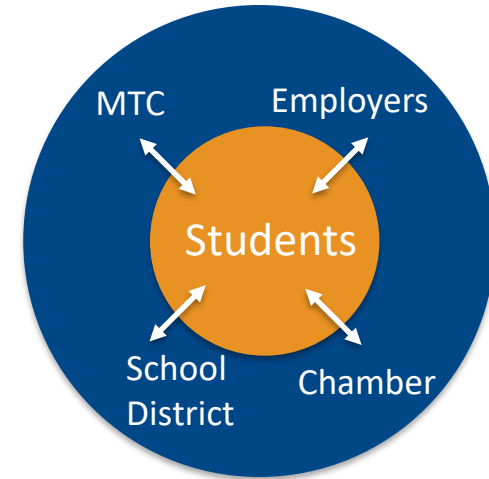
- Market to district students and families
- Recruit and screen apprentices
- Build non-traditional student schedules
- Pay for students' books and supplies
- Cover workers compensation costs for apprentices

- Benefits

- Provides college-level coursework and credit for students
- Builds new career paths for students
- Fosters goodwill in the community
- Improves student success rates



- Roles
  - Fill critical workforce gaps
  - Learn job skills
  - Be an ambassador for youth apprenticeships
- Benefits
  - Career exploration
  - College credit
  - Lower cost of education
  - Paid work experience
  - Industry recognized credential



- 1 school district
- 3 business partners
  - Large pharmaceutical manufacturer
  - Largest healthcare provider/hospital system in the state
  - Large, multi-site, senior-living, healthcare service provider
- 2 programs
  - CNA/nursing pathway
  - Pharmacy technician



- Initial sources
  - Private dollars
  - Student aid and scholarships
  - Investment by partners
- Going forward
  - Sustainable source of funds important for long-term growth

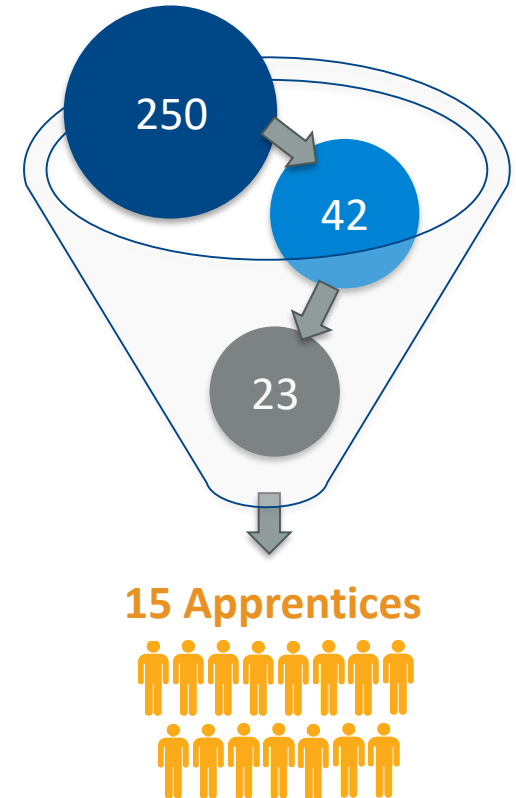




- General awareness
  - Website content
  - Social media campaigns
  - Press releases
- Primary audience – apprentices
  - Print and electronic flyers
  - Emails sent to students and families
  - Information sessions
- Secondary audience – employers
  - MTC Business Solutions team
  - Print and electronic flyers
  - Golf tournament/chamber events

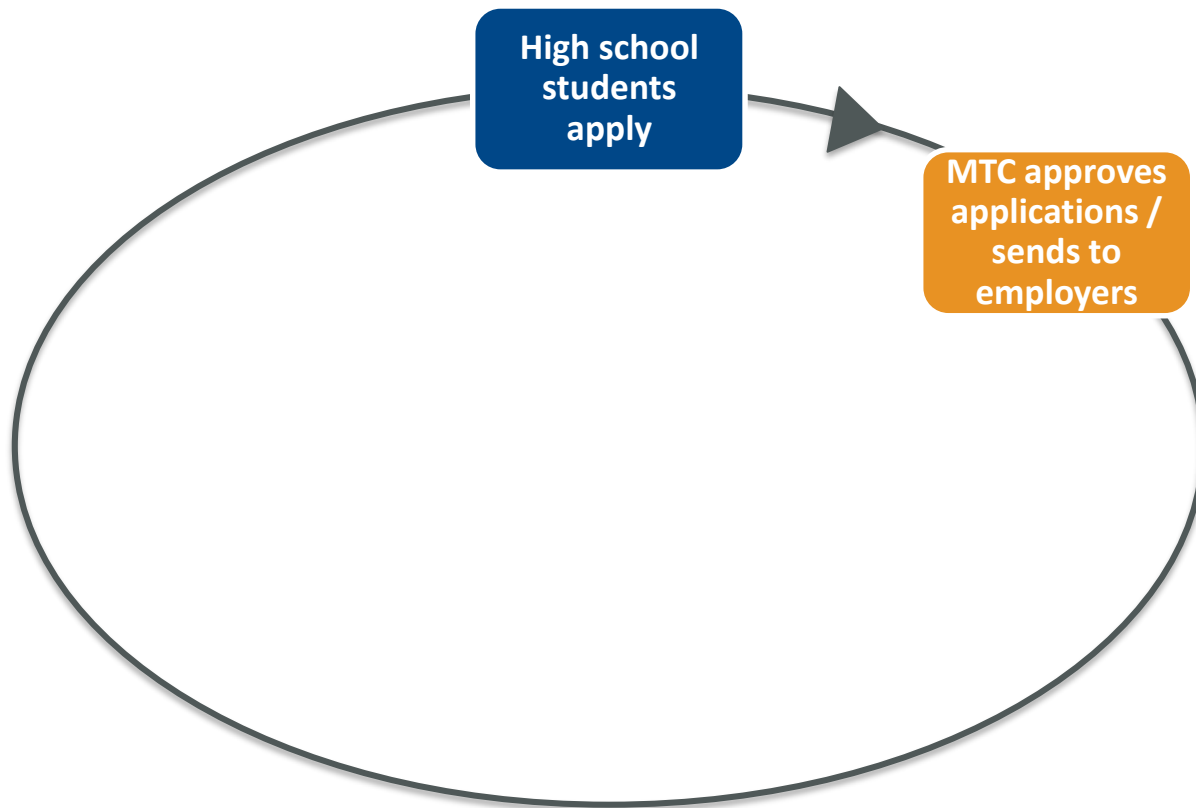


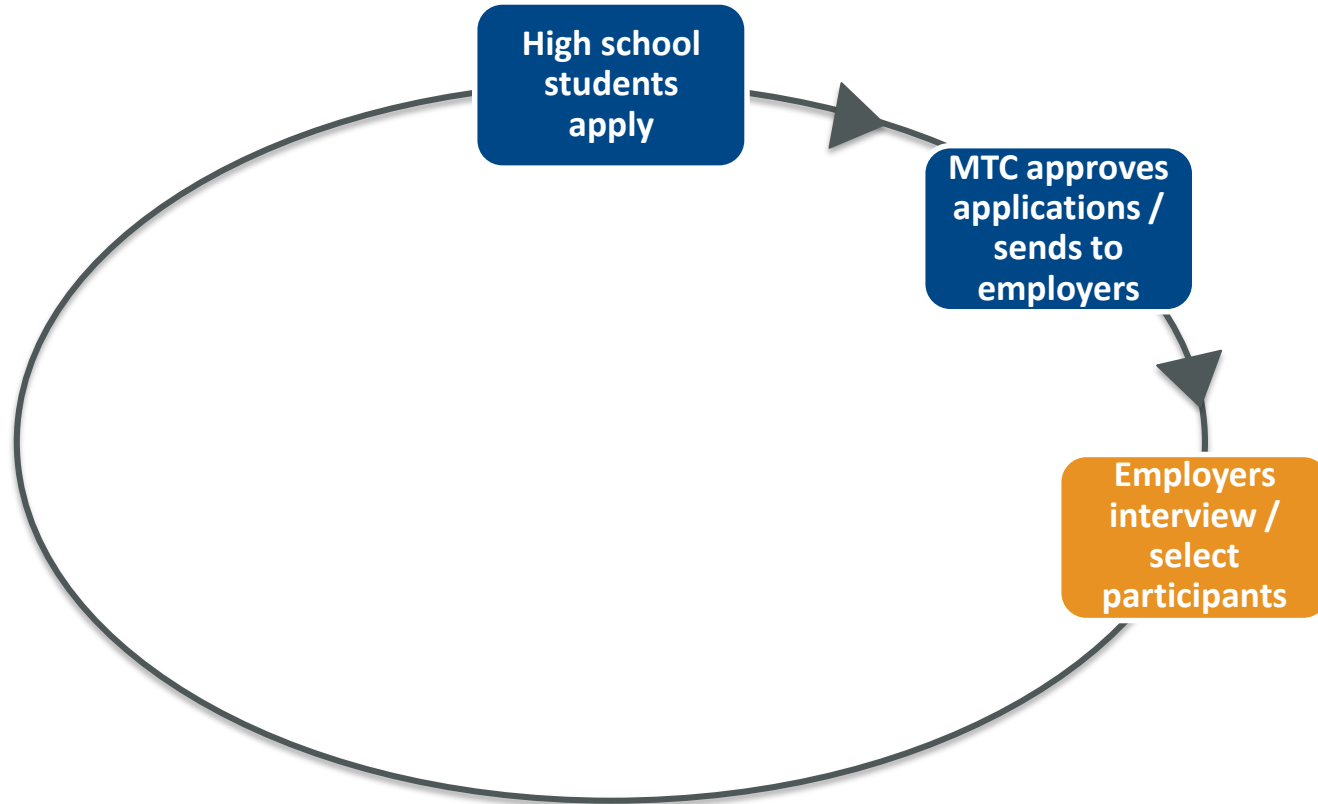
- Our enrollment funnel
  - 250 people attended information sessions
  - 42 students applied
  - 23 passed admission requirements and were sent to employers
  - 15 apprentices were hired by 3 different employers

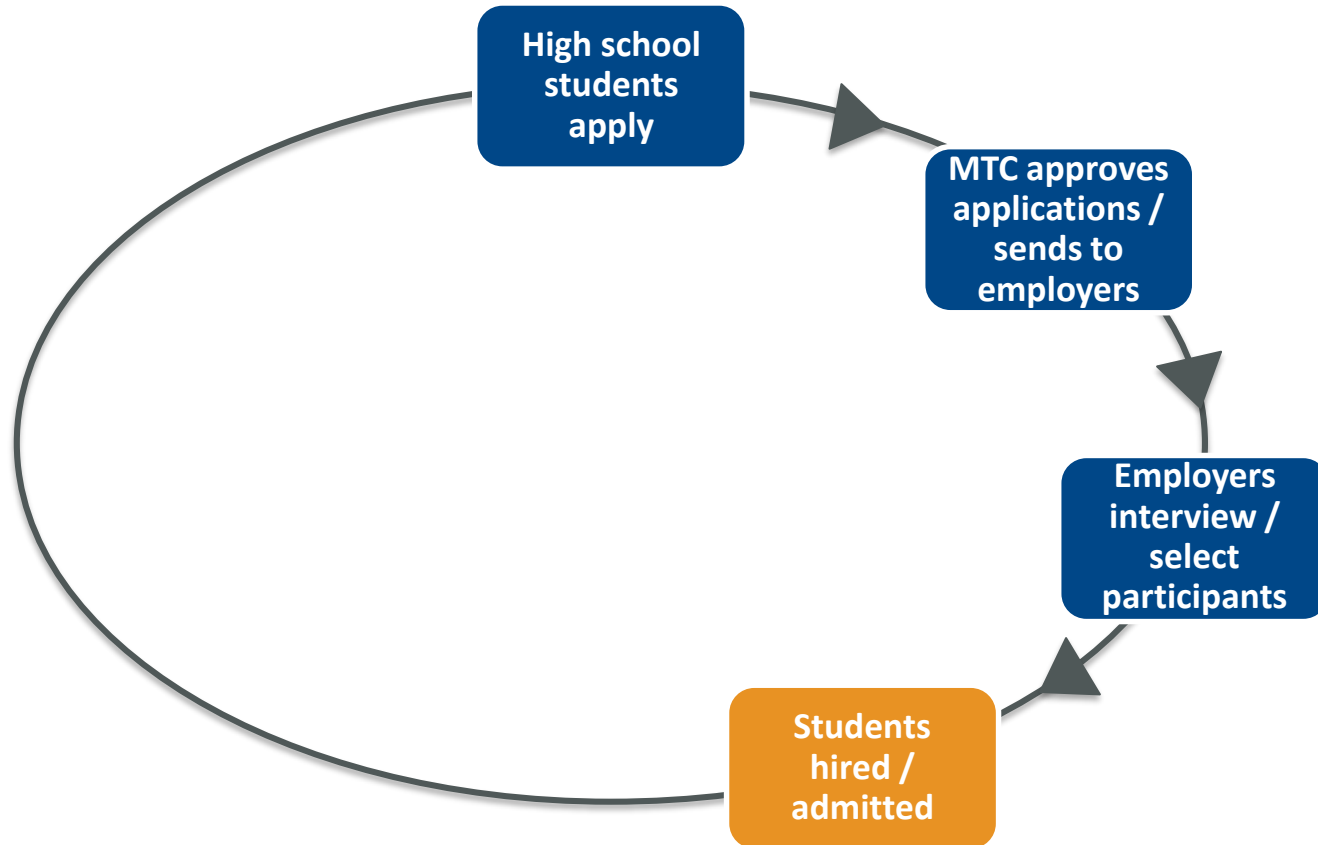


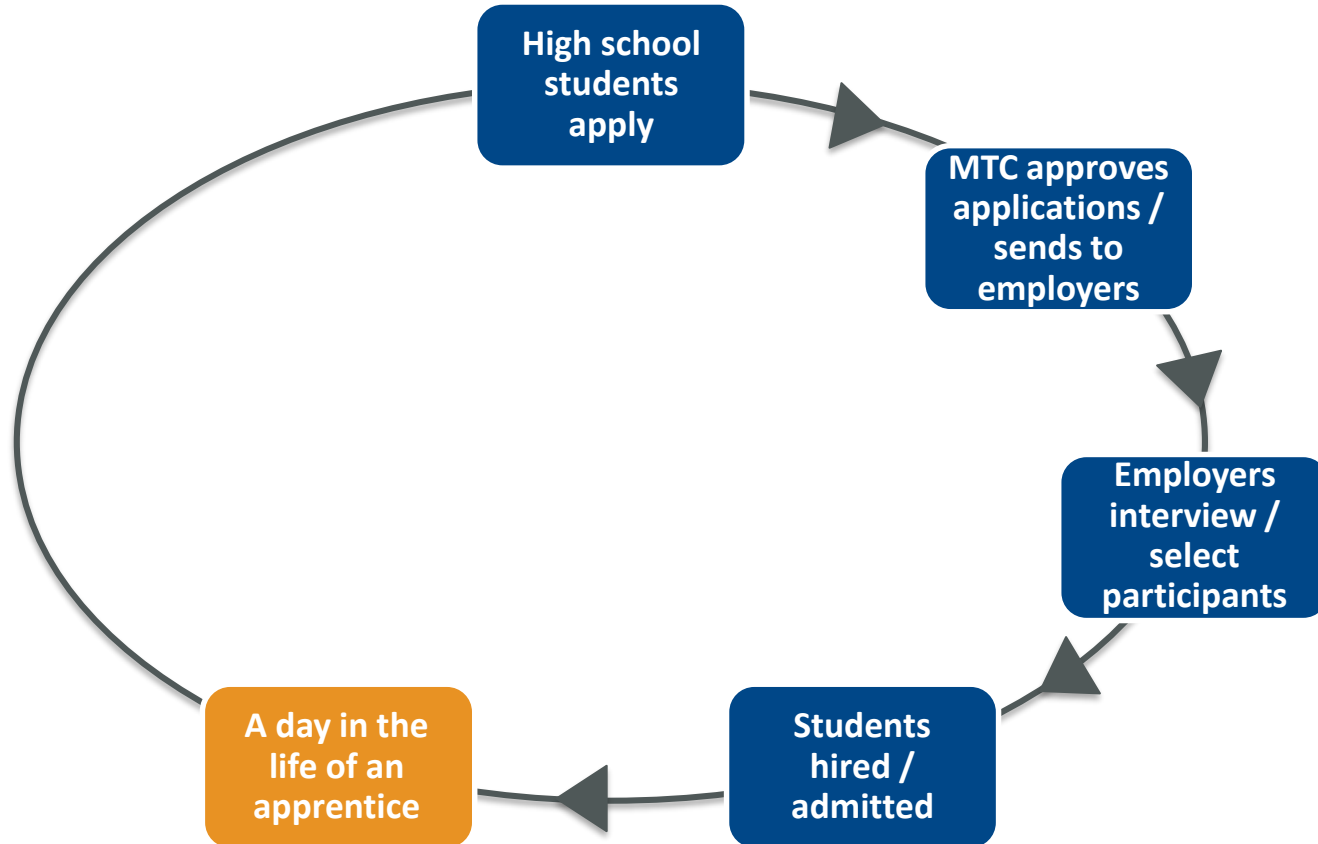


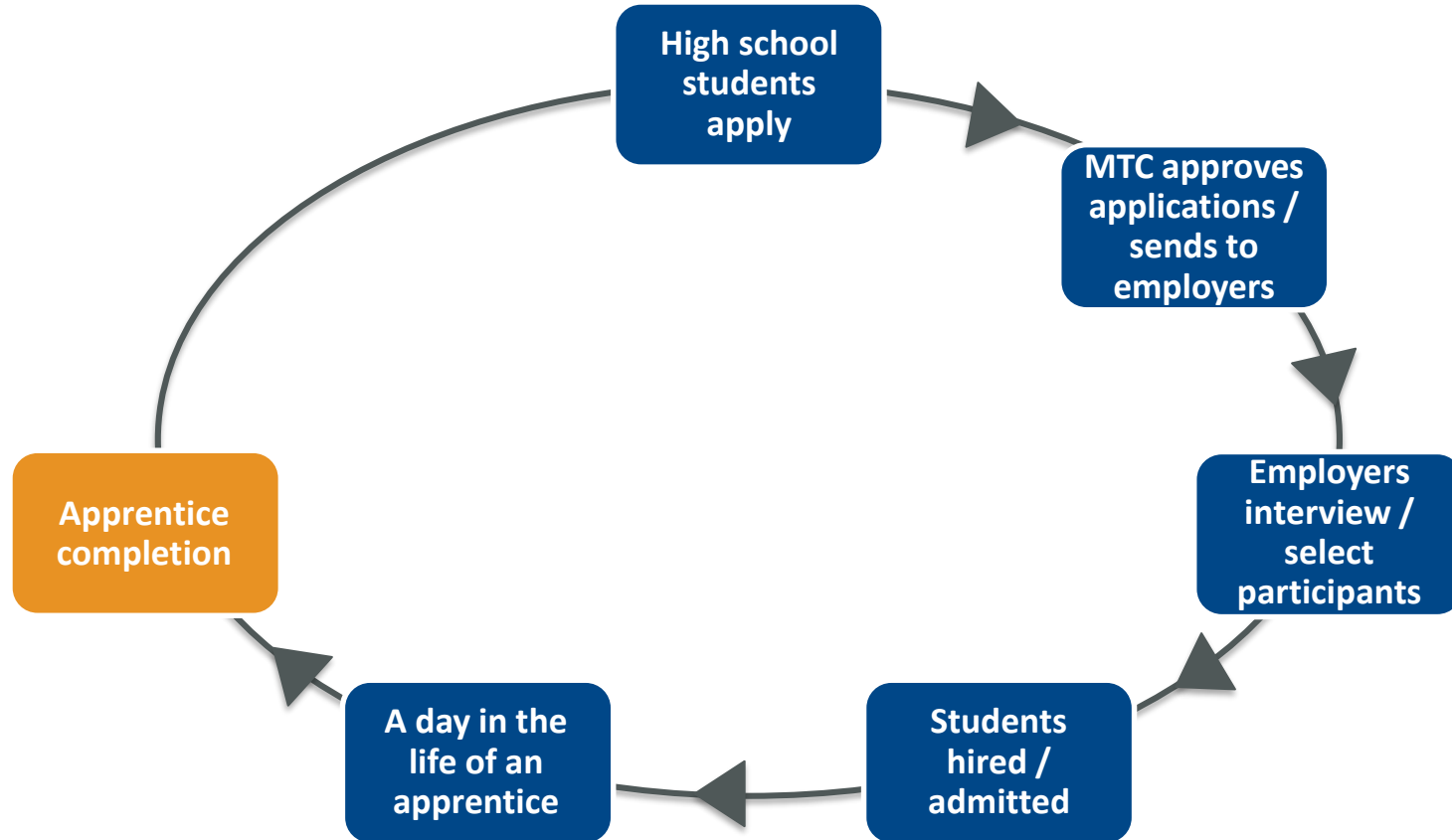
High school  
students  
apply



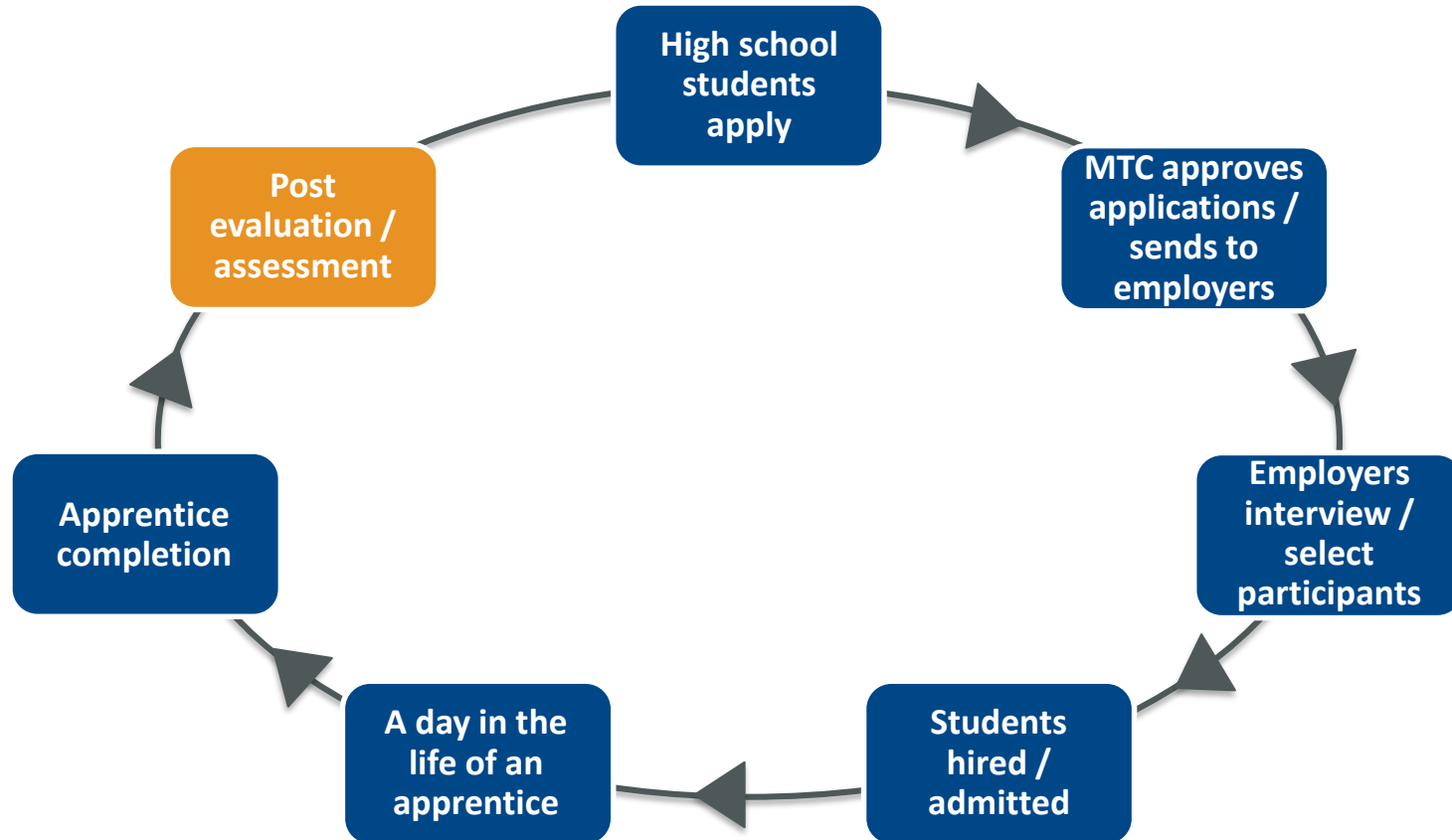












- Partners need to buy into the funding strategy up front
- Allow adequate time for the launch
- Delicate balance between students' desires, businesses' needs, and the quantity you can support
- Ability to control the growth of a youth apprenticeship program is important to its success!



- Students have been successful juggling high school, college, and career
- Student are top of their class
- 100% retention
- Demand is increasing





MIDLANDS **YOUTH**  
APPRENTICESHIP

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A **COLUMBIA CHAMBER** & **MTC** PARTNERSHIP



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