



# CREATIVE SERVICES

**EMILY**  
REVOLUTIONARY MARKETING

# APPRENTICESHIP CAROLINA

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## ABOUT THE CLIENT

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**Contact:** Chip Fallaw

**Physical Address:** 111 Executive Center Drive,  
Columbia, SC 29210

**Email:** fallawc@sctechsystem.edu

Apprenticeship Carolina is a division of the SC Technical College System that supports Registered Adult and Youth Apprenticeships and Pre-Apprenticeship, a national workforce pipeline initiative.

**Project Tasks:** Graphic Design, Content Creation, and Copywriting

**Project Timeline:** January 2024 - June 2024

**Problem/Solution:** Apprenticeship Carolina sought a contractor to develop a comprehensive playbook providing employers, community organizations, prospective apprentices, and other stakeholders with clear guidance on participating in or supporting U.S. Department of Labor Registered Apprenticeship Programs.

EMILY™ began work in January 2024, conducting a thorough review of existing materials and benchmarking similar apprenticeship resources. Our team handled both copywriting and graphic design, ensuring the playbook was informative, visually engaging, and aligned with Apprenticeship Carolina's established branding. The final product serves as a user-friendly resource to expand apprenticeship participation across South Carolina.

## INTRODUCTION

Welcome to the Apprenticeship Carolina Playbook, your comprehensive guide to navigating United States Department of Labor Apprenticeship Programs in South Carolina.

The Apprenticeship Carolina playbook is designed to empower employers, educators, stakeholders, and prospective apprentices with the knowledge and tools needed to leverage the power of apprenticeship programs. Apprenticeship Carolina is committed to building a skilled workforce, driving economic growth, and fostering innovation through industry-driven apprenticeship initiatives. Whether you're seeking to start a program, participate as an apprentice, or support workforce development efforts, this playbook will guide you.



### IF YOU ARE:

- An employer looking to invest in your workforce
- A community-based organization seeking to connect individuals with meaningful career opportunities
- A prospective apprentice eager to embark on a journey of skill development
- A parent interested in supporting your child's career aspirations

This guide is for you!

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## REGISTERED APPRENTICESHIP

Registered apprenticeship is an industry-driven career pathway through which workers earn portable, nationally recognized credentials. Registered apprenticeships enable workers to earn while they learn, developing skills they'll use throughout their careers, all while earning wages that progressively increase as their work experience grows.

In South Carolina, each registered apprenticeship is approved by the U.S. Department of Labor as well as by the relevant industry, ensuring that every program provides a high-quality opportunity for workers to grow in-demand skills and advance their careers. Registered apprenticeships exist in a large and growing number of industries, from advanced manufacturing to transportation, healthcare, cybersecurity, and more.

Registered apprenticeship helps ensure a strong and equitable post-pandemic economic recovery by connecting Americans to good quality jobs in priority industry sectors.



## APPRENTICESHIP CAROLINA RESOURCE PLAYBOOK



## APPRENTICESHIP CAROLINA

We are committed to creating and strengthening career pathways that enrich and enhance South Carolina's existing and future workforce.

Apprenticeship Carolina, a pioneering initiative led by the SC Technical College System, is designed to help businesses and communities thrive economically through the promotion and expansion of registered apprenticeship programs in South Carolina. Established in 2007, Apprenticeship Carolina serves as the primary resource and advocate for employers, educational institutions, and stakeholders seeking to develop, implement, and sustain registered youth, adult, and pre-apprenticeship programs across diverse industries and occupations.



### OUR PROGRAM AT A GLANCE



**48,546**  
Total Apprentices in SC since 2008

**38**  
Pre-Apprenticeship Programs



**987**  
Active Registered Apprenticeships

**2,143**  
Total Active Occupations



**38**  
Partnerships

**16**  
Technical Colleges Participating



JOB-RELATED  
EDUCATION



ON-THE-JOB  
TRAINING



WAGE  
PROGRESSION



SKILLED AND  
CREDENTIALLED WORKFORCE

# ROI STUDY - ADULT

A 2024 study of Apprenticeship Carolina's previous and current registered adult apprenticeship programs showed:

**+18.7% MORE**

Apprentices are more productive than non-participants with comparable experience

**\$3,306 VS. \$4,021**

Average cost for employee recruitment for apprentices vs. non-participants

**5 YEARS**

Net Positive ROI five years after apprentices are initially hired

**\$0.32 - \$3.60**

Net gain of \$0.32 for every \$1 invested after five years and \$2.60 after ten years

**+2.8 YEARS**

Apprentices have longer tenures than non-participants

**\$12,273**

The average cost to the employer for completing an adult apprenticeship

\*Costs such as tuition, instructors, books, wages, equipment, and training.



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# PRE-APPRENTICESHIP

Registered pre-apprenticeship programs are tailored to provide individuals with the essential skills, comprehensive knowledge, and practical experience required to excel in apprenticeship programs.



Apprenticeship Carolina is proud to offer registered pre-apprenticeship programs in South Carolina, an initiative by the SC Technical College System aimed at cultivating a robust talent pipeline for our state's business and industry sectors.

Pre-apprenticeships benefit participants by overcoming barriers to employment and providing valuable skills training. Meanwhile, employers gain ready-to-work apprentices, saving on recruiting efforts and reducing turnover rates. These programs promote a diverse and skilled workforce and prepare participants to meet the qualifications for entry into an apprenticeship through:

- Educational and pre-vocational services available
- An approved training curriculum based upon industry standards
- Hands-on-training in a simulated lab experience or through volunteerism
- Assistance in applying to apprenticeship programs upon completion

## START A PRE-APPRENTICESHIP:



Meet with an Apprenticeship Carolina consultant to develop and design the program



Submit the pre-apprenticeship program to Apprenticeship Carolina for approval



Begin delivering your pre-apprenticeship training and building your talent pipeline

# HOW TO GET STARTED

If you're interested in launching a registered apprenticeship program, reaching out to your dedicated Apprenticeship Consultant is the first step. Your consultant serves as a trusted advisor, guiding you through each step of the process with expertise and support to help meet your unique needs and maximize your potential for success.

Our team is dedicated to providing the tools you need to register and implement your Adult or Youth apprenticeship.

Through collaborative consultation, your Apprenticeship Consultant will work with you to:

- Understand the registered apprenticeship model
- Identify existing models for your occupations of interest
- Facilitate meetings with the technical colleges, K-12 partners, and other stakeholders
- Connect you with appropriate resources to assist with your program
- Develop your Standards and Training & Education outline based upon your input
- Submit your registration paperwork to the USDOL for full recognition in the National Registered Apprenticeship System
- Assist you with program updates as your workforce needs evolve

## EMPLOYER'S ROLES & RESPONSIBILITIES

- 1 Provide relevant on-the-job training for the occupation
- 2 Pay the apprentice wage
- 3 Provide a mentor for the apprentice
- 4 Own the program - details of the program are proprietary

Your organization becomes part of the apprenticeship system, providing access to a nationwide network of expertise, customer service, and support at no charge to sponsoring organizations.

