

Harper College - Apprenticeship programs

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The Value



The Apprentice:

- Has received an education and “real work” experience
- Loyal to the employer for investing in them (zero student loans)
- Loyal to the employer’s company culture and vision

The Corporation:

- Get young talent in who are appreciative rather than demanding (Millennial stigma)
- Can train talent on their way of doing business and culture
- Have an apprentice “locked in” for 4 years
- Have a loyal employee vested in their corporation

How to sell the Apprenticeship Model



Creating Demand

- Understanding the VALUE of the Apprenticeship Model - Win / Win for both parties
- Importance of a Talent Ecosystem
- Ambassadors / Referrals

How to sell the Apprenticeship Model



Engaging corporations

- Outreach program through local industry experts
- Presentations at Industry Events and Tradeshows
- Linking with Talent Acquisition companies and Employment Agencies
- Marketing campaigns targeted to the specific industry (Social Media)

Q & A

