

APPRENTICESHIP EVOLUTION

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State campaign touts benefits of modern apprenticeships

Apprenticeship Evolution connects students, job seekers and businesses to state resources

DENVER – June 4, 2018: State agencies and organizations launched the Apprenticeship Evolution campaign today to promote the benefits of modern apprenticeships and help Coloradans become or hire apprentices.

Published today, ApprenticeshipEvolution.com encourages job seekers and high school students to consider becoming an apprentice and connects them to programs across the state. The site also houses resources for business leaders, including case studies, how-to guides and testimonials from successful programs. Two accompanying [public service announcements will run on radio and television](#) from June through August.

To help meet changing workforce demands, Colorado is leading an apprenticeship evolution in fields as diverse as information technology, financial services and healthcare. There are more than 450 apprenticeship programs in Colorado, and the number continues to grow. Founded in 2015, [CareerWise](#) is the first modern youth apprenticeship system in the nation and provides high school students the opportunity to earn a nationally-recognized industry certification and debt-free college credit as they work alongside industry leaders.

“Apprenticeships are a clear win for our state,” said Governor John Hickenlooper. “They give students and job seekers a leg up in a competitive job market, and they power businesses with the people they need to thrive and grow. We have worked hard to expand apprenticeship programs across state and are excited that more Coloradans are taking advantage of this transformational opportunity.”

Apprenticeships are a great way to develop a pipeline of talented, high-skilled workers for businesses. The average return on investment for companies with registered apprenticeships is \$1.46 for each dollar invested, and 91 percent of apprentices that complete their training are still employed nine months later, according to the U.S. Department of Labor. Youth apprenticeships

have been shown to increase student engagement and attendance, graduation rates, credential and college-credit attainment.

To learn how to become an apprentice or start your own program, visit ApprenticeshipEvolution.com. The campaign is a partnership among the [BEL Commission](#), [Colorado Department of Labor and Employment](#), the [Colorado Workforce Development Council](#), [CareerWise Colorado](#) and the [Colorado Department of Higher Education](#).

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