

# Apprenticeship: Education to Careers



2020-2021

## ApprenticeshipNC Annual Report



Submitted to the:  
Joint Legislative Education Oversight Committee  
Joint Legislative Education Appropriations Committee  
September 1, 2021

Thomas A. Stith III, President  
North Carolina Community College System

# Introduction and Highlights

## Over 16,000 Served During 2020-2021 Fiscal Year

ApprenticeshipNC served 16,894 participants in fiscal year 2020-2021 and registered 109 new programs across 10 industry sectors as of June 30, 2021. Youth Apprenticeship saw the most growth, with an increase from 5,461 youth served in previous FY 2020 to 5,679 youth served in FY 2021.

### Economic Development Welcomes New VP



ApprenticeshipNC would like to extend a warm welcome to Dr. Bruce Mack, who is currently serving as the new vice president of Economic Development for the North Carolina Community College System.

Prior to taking this position in June 2021, Mack served as the vice president of Economic and Workforce Development for Cleveland Community College. Apprenticeship Cleveland is a work-based learning program that allows apprentices interested in specialty trades to begin a full-time position at a construction or manufacturing company while also attending community college.

A native of Shelby, NC, Dr. Mack holds degrees from Gaston College, the University of North Carolina at Charlotte, NC State University, and Gardner-Webb University.

Mack is a 2014 graduate of the North Carolina Community College Leadership Program. He currently serves on the board of directors for the Cleveland County YMCA, the United Way, the State Employees Credit Union, the Cleveland County Schools Educational Foundation, and the Community Math Academy.

### Apprenticeship Council Appoints New Chair



ApprenticeshipNC would like to welcome Rebecca Axford, who will serve as the new chairperson of the North Carolina Apprenticeship Council. Ms. Axford is currently the director of the Raleigh - Durham Electrical JATC Apprenticeship Program, which was registered in Durham in 1980.

### Apprenticeship Council Members

<b>Rebecca Axford</b>	Raleigh-Durham Electrical JATC
<b>Cheryl Cox</b>	Department of Public Instruction
<b>Chet Mottershead</b>	NC Commerce NCWorks
<b>Danielle Swain</b>	Nutrien
<b>Debra Derr</b>	North Carolina Chamber
<b>Evelio Martinez</b>	Mechanical Trades Carolina
<b>John Loyack</b>	Economic Development Partnership of NC
<b>Michael D. Taylor</b>	Cummins Inc.
<b>Robert Earnhardt</b>	Superior Tooling
<b>Sara Breeggemann</b>	ABC of the Carolinas
<b>Tammy Simmons</b>	Machine Specialties Inc.

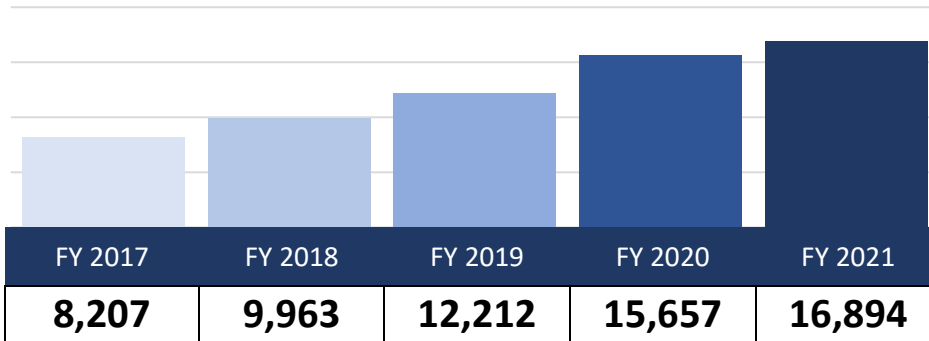
### About This Report

In compliance with **NCGS 115D-11.6**, the report is submitted as the annual report of the ApprenticeshipNC Program and includes activities for the reporting period July 1, 2020, through June 30, 2021.

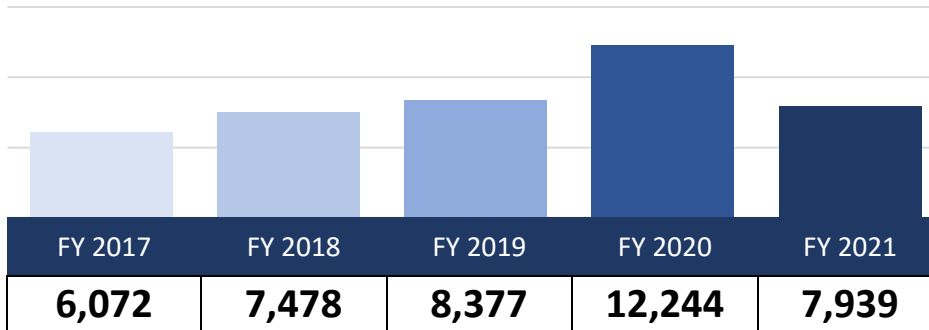
The data in this report reflects the number of participants served during the fiscal year. The term “active” refers to the number of apprentices, both youth and adult, that are participating in training. This also includes individuals enrolled in pre-apprenticeship, on-the-job learning or master craftsworker programs. Number served includes those that participated in training and either completed or canceled during the fiscal year.

# Building North Carolina's Workforce Through Apprenticeship

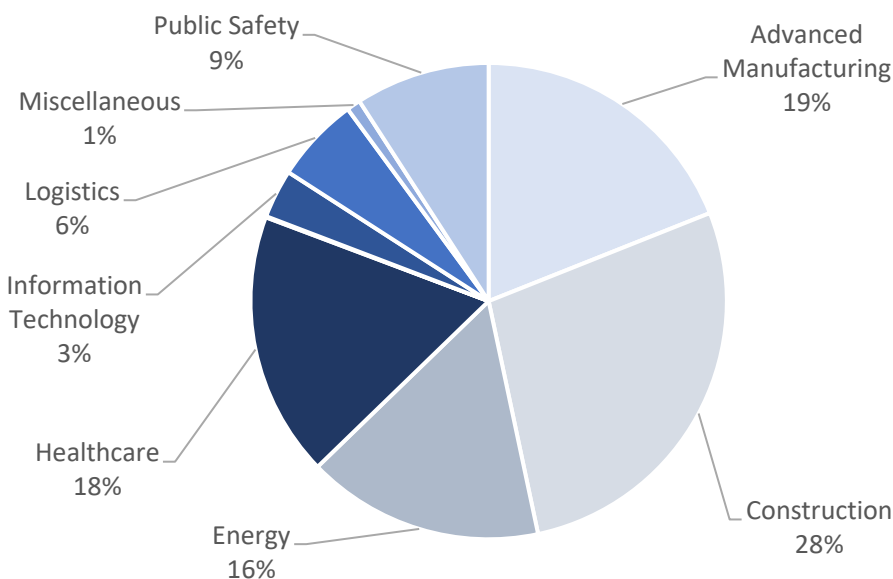
## Apprentices Served During Each Fiscal Year



## Active Apprentices on July 1 of Each Fiscal Year




## Active Apprentices by Industry Sector on July 1, 2021



### ApprenticeshipNC Spotlight: vitalink® Breathes New Life into ApprenticeshipNC Marketing

From research and strategy to creative campaign implementation, our recent outreach success and program expansion has been driven by our marketing partnership with vitalink. This North Carolina-based marketing firm specializes in non-profit and government engagement. Based on ApprenticeshipNC needs, vitalink has created multimedia and distributable materials that were used in conjunction with our cloud-based platform to offer easy and convenient engagement with the public.

Through a statewide campaign using TV, radio, digital and other channels, the message reached North Carolinians over 7 million times and led to more than a 200% increase in visits to [ApprenticeshipNC.Com](https://www.apprenticeshipnc.com). vitalink also developed tools to educate businesses on Apprenticeship which adds to our consultants' toolbox. These included videos to promote apprenticeship as a workforce development solution, interviews with sponsors, infographics, apprenticeship success stories (web and print versions), rack cards and banner stands for events. Watch the videos and ads here:

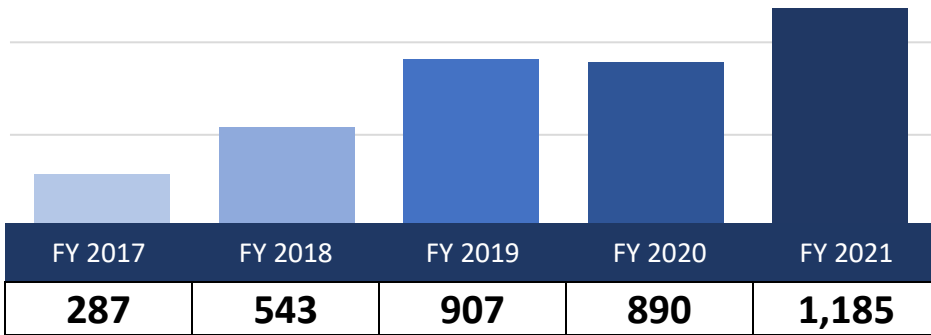
 [https://youtube.com/playlist?list=PLIKU78MzMWVzP\\_f1B8yy2q\\_aISlrx\\_YO5y](https://youtube.com/playlist?list=PLIKU78MzMWVzP_f1B8yy2q_aISlrx_YO5y)

Find the audio interviews on Soundcloud:

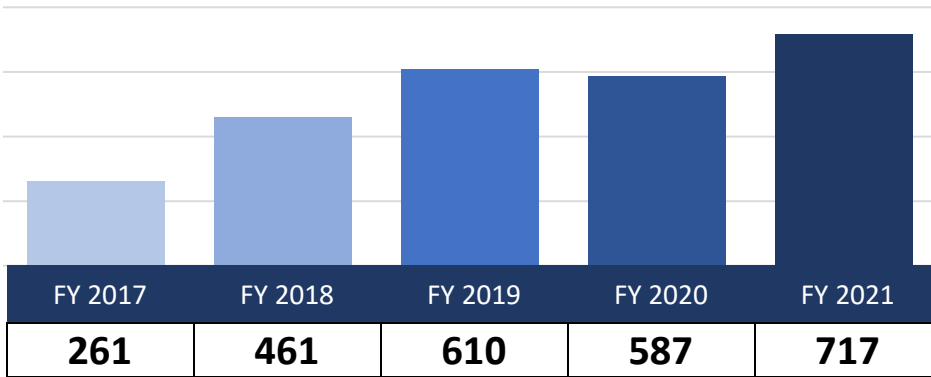
 <https://soundcloud.com/user-756931813>

# Developing the Talent Pipeline Through Youth Apprenticeship

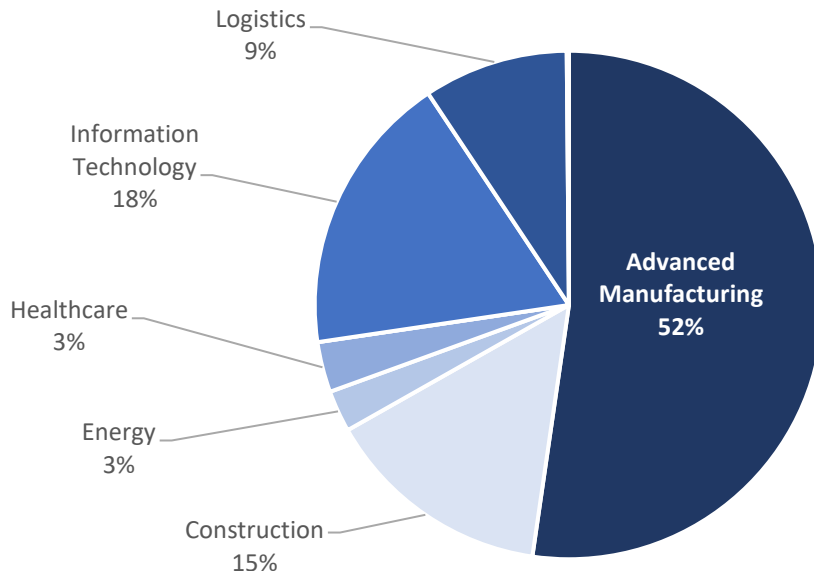
## Youth Apprentices Served During Each Fiscal Year (Began as a HS Student)



## Active Youth Apprentices on July 1 of Each Fiscal Year (Began as a HS Student)



## Active Youth Apprentices by Industry Sector on July 1, 2021 (Began as a HS Student)



## VITALINK, from page 2

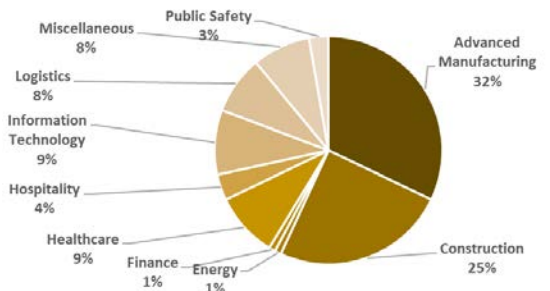
ApprenticeshipNC connected with 421 new businesses covering every industry from healthcare to energy. A full 25% of these new contacts are in discussions to develop an apprenticeship program, with an additional 25% moving to design and register their new apprenticeship.



vitalink helped ApprenticeshipNC expand its footprint statewide by spreading the apprenticeship message and educating businesses. The increased engagement with employers led to 109 new programs registered during the past year, despite COVID-19 obstacles.



We are happy to announce that 150 occupations were added this past fiscal year with the biggest successes in manufacturing and construction, including several non-traditional insurance and healthcare apprenticeships programs.



# Serving Our Military



Sgt. Brown of the National Guard achieves Journeyworker status as a registered apprentice.

supporting their promotions with state and national credentials.

“Service members have a better opportunity to move into a civilian career at an equivalent or higher level having earned that certificate,” said Eric Burgos, program director for the NC National Guard Employment Center. “I’ll give you one example: we had an employee begin working for a trucking company. When he mentioned he had his journeyman’s certificate, he immediately got an \$8+/hour raise.”

## Serving Our Armed Forces

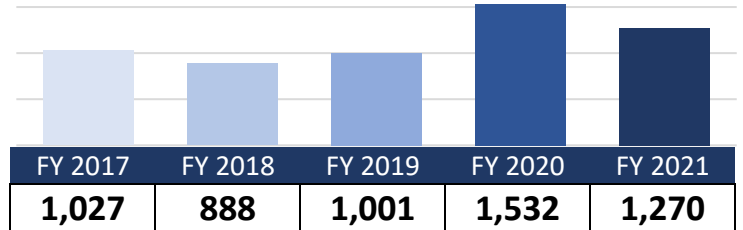
U.S. Army’s Fort Bragg base along with the Marine Corps Camp Lejeune and Air Station Cherry Point are among eight U.S. military bases hosting apprenticeship programs. Apprenticeship is honored to partner with these military bases to further develop apprenticeship programs in our state. An apprenticeship program was also developed with the state’s National Guard for all units to earn credentials for time spent in training.

These programs create pathways into high-quality civilian careers for transitioning service members as well as

NC National Guard	<b>3,056</b>
US Army, Ft. Bragg	<b>1,270</b>
US Marine Corps Camp Lejeune and Cherry Point	<b>53</b>

Total Served **4,379**

US Army Fort Bragg Apprentices Served During Each Fiscal Year



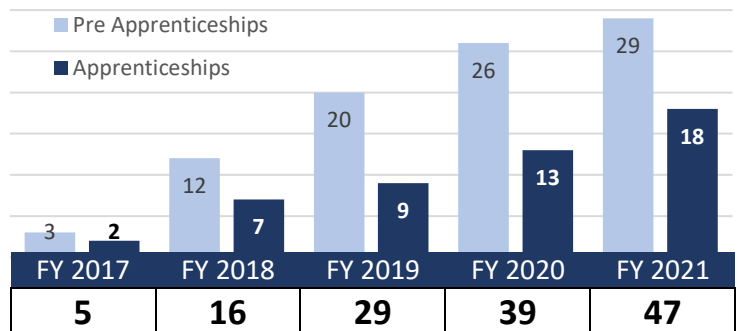
## Community College Collaboration

### Community College partnerships help expand Registered Apprenticeship

By connecting businesses with the Community College System and local colleges, ApprenticeshipNC has created a robust and flexible solution for businesses to train new employees and upskill for new technologies.

The collaborative effort has generated consistent growth since 2016. ApprenticeshipNC now has community colleges hosting 29 pre-apprenticeship programs and 18 apprenticeship programs, offering 138 occupations with 975 participants served.

Community College Hosted Apprenticeships and Pre-Apprenticeships



# Events

## State Fair Apprentice Contests, Oct. 18-24, 2021



Due to COVID-19, the N.C. State Fair was cancelled in 2020. The State Fair will return in 2021, with the ApprenticeshipNC contests taking place Oct. 18-24. Competitions will focus on the following skilled trades: masonry, electrical, carpentry, HVAC and plumbing. ApprenticeshipNC will partner with SkillsUSA on two additional contests: cosmetology and a mobile robotics competition for middle and high school students.

## National Apprenticeship Week, Nov. 8-14, 2020

Held annually, National Apprenticeship Week is an opportunity for institutions to showcase their support for Registered Apprenticeship. The focus of these events is to bring partners together, providing an opportunity for business leaders, career seekers, educational institutions, and other critical partners to share the benefits of registered apprenticeship. In North Carolina, nine Employers, five Consortia, and eight community colleges participated this past November.

## Convenings, Jan. 2021-April 2021

ApprenticeshipNC hosted seven convenings throughout the state in the 2020-2021 fiscal year. The purpose of these convenings is to introduce registered apprenticeship to potential sponsors and to recruit individuals in underrepresented populations for registered apprenticeship opportunities.

## ApprenticeshipNC Annual Conference, April 27-28, 2021

In April 2021, ApprenticeshipNC held its annual conference virtually through WebEx. The event averaged over 400 in attendance spanning two half-day sessions, with 698 total registrations. The conference hosted a variety of workshops with topics such as demystifying apprenticeship, sustaining the future workforce and veterans in Apprenticeship. Speakers included John Ladd of the USDOL, Peyton Holland, executive director of SkillsUSA, and Tariq Bokhari, the founder of Carolina Fintech Hub. Roger Collins, apprenticeship manager of Siemens Energy Inc., served as master of ceremonies.



*Roger Collins with Siemens Energy serves as MC at the annual ApprenticeshipNC Conference April 27, 2021.*

## North Carolina Community College System Office Contacts

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