



# Vice President vitalink<sup>®</sup> Communications **Kathy Horn**

- 20+ years of marketing experience in various industries
- Driven by education, healthcare, & equity issues
- vitalink is a purpose-driven agency
- HUB certified in North Carolina
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**revive**  
**thrive**

APPRENTICESHIP **NC**  
ANNUAL CONFERENCE

# PATHWAYS TO SUCCESS

Paid work-based learning | In-demand jobs  
Nationally recognized credentials

ApprenticeshipNC.com



NC  
COUNCIL  
ON  
EDUCATION

APPRENTICESHIPNC

Billboard

NC  
COUNCIL  
ON  
EDUCATION

APPRENTICESHIPNC

PROVIDING ADAPTABLE, WORK-READY, SELLING  
TALENT FOR NORTH CAROLINA BUSINESSES

- Work on the job (earning as you learn)
- Receive classroom instruction (earn while you learn)
- Earn industry-recognized credentials (earn while you learn)
- Earn a salary while you learn

BUILDING TRADES  
ENERGY  
LOGISTICS  
MANUFACTURING

HEALTHCARE  
INDUSTRY:

NURSE ASSISTANT  
PHARM + LAB TECHS  
MEDICAL CODERS

INFORMATION  
TECHNOLOGY:

DATABASE TECH  
CYBER SECURITY  
COMPUTER SPECIALIST

ApprenticeshipNC.com

“

The folks at the state level  
that worked with us to  
create the structure and  
documentation for our  
program were great. Any  
industry can benefit if they  
want to grow their business.

”

VISIT  
ApprenticeshipNC.com  
TO START YOUR OWN REGISTERED  
APPRENTICESHIP PROGRAM

APPRENTICESHIPS  
— BUILD —  
TALENT PIPELINES



Brochure

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## Innovative Apprenticeships Build Your Business

APPRENTICESHIP HELPS NORTH CAROLINA  
BUSINESSES AND WORKERS SUCCEED

- On-the-job learning & related classroom instruction
- Proven programs build talent pipelines
- Reduced turnover & heightened loyalty
- For businesses of all sizes
- Reduced overhead and training costs

### 5 SIMPLE STEPS TO APPRENTICESHIP



1  
CONTACT  
US



2  
BUILD  
PROGRAM



3  
PROGRAM  
CHECK



4  
PROGRAM  
REGISTERED



5  
LAUNCH  
PROGRAM

ApprenticeshipNC consultants work with each business to develop a custom registered apprenticeship program that  
meets the organization's specific needs. Services are offered to North Carolina businesses at no charge.

ApprenticeshipNC.com

Various Rack Cards

APPRENTICESHIPS  
— BUILD —  
TALENT PIPELINES



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BUSINESSES OF  
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PATHWAYS  
TO SUCCESSFUL  
CAREERS



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Bannerstands

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Healthcare :30 video: <https://youtu.be/Lxo0hHVXe9U>

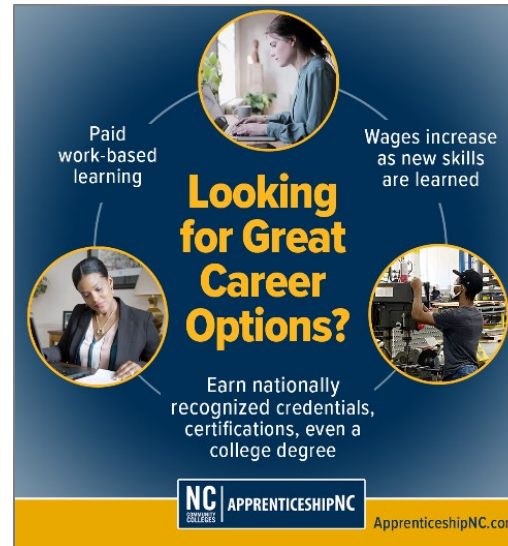


IT :30 video: <https://youtu.be/n03UeMg6icw>

TV, OTT



Digital Ads



# revive thrive

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Infographics





### How to Start an Apprenticeship

<https://youtu.be/aHOZ-223gi8>

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### 5 Tips to Make the Most of Your Apprenticeship

[https://youtu.be/BZ4G7\\_wU3Oo](https://youtu.be/BZ4G7_wU3Oo)

# Tier 1 & Tier 2 Apprenticeship Marketing Spring 2022

## Goals:

1. Promote Registered Apprenticeship to employers in Tier 1 & Tier 2 counties (2020 list)
2. Educate students about the value of Apprenticeship
3. Educate parents/caregivers on the “new face” of Apprenticeship and future-focused opportunities

## Challenge:

Short timeline!

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## Turnkey Package

- \$40K per Tier 1, Tier 2 colleges
- Builds on existing ApprenticeshipNC assets/brand
- Many of assets co-branded
- Custom media plans by school
- May include digital, social, TV, radio, or other channels
- vitalink compiles reports for participating schools