



**NC COMMUNITY
COLLEGES**

CREATING SUCCESS

2021-2022
ApprenticeshipNC
Annual Report

Education For the Workforce

NC
COMMUNITY
COLLEGES | **APPRENTICESHIPNC**

June 30, 2022

Mr. William S. Carver,
Interim President
North Carolina Community College System

Letter from the Director of Apprenticeship,

The past fiscal year has proven to be another very active and positive year for ApprenticeshipNC as interest from employers continues to rise throughout the state. ApprenticeshipNC uses federal grant funds to hire staff and assist apprentices with their education expenses. The program will continue to seek additional funding to help expand Registered Apprenticeship Programs (RAPs) for employers in our great state and to assist them with finding potential apprentices.

ApprenticeshipNC has established partnerships with other agencies, including Workforce Development Boards and community-based organizations to help employers better target underrepresented populations and develop a more diverse selection of apprentices.

ApprenticeshipNC will continue to provide community colleges with a strategy to integrate work and education while also increasing Registered Apprenticeships.

The data in this report reflects the number of active apprentices and active youth apprentices as well as the number served throughout fiscal year 2022, covering July 1, 2021, through June 30, 2022.

The term “active” refers to the number of apprentices, both youth and adult, that are participating in training. This also includes individuals enrolled in a pre-apprenticeship, on-the-job learning and master craftworker programs.

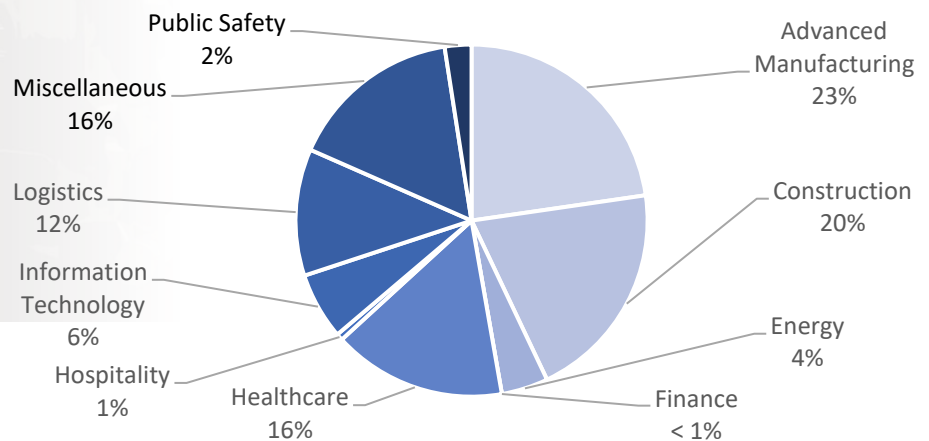
We hope you enjoy reading and learning more about RAPs in the great state of North Carolina.

Sincerely,

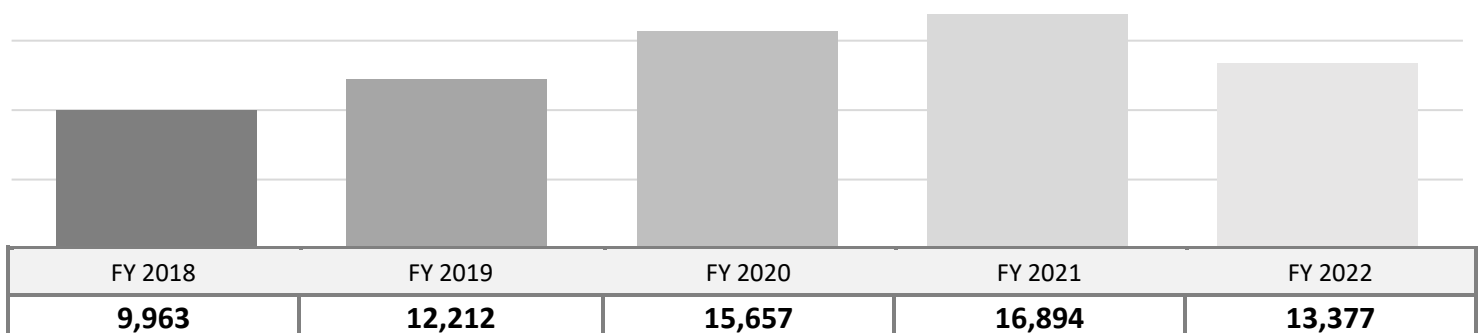


Kathryn P. Castellones

New Programs Registered by Industry



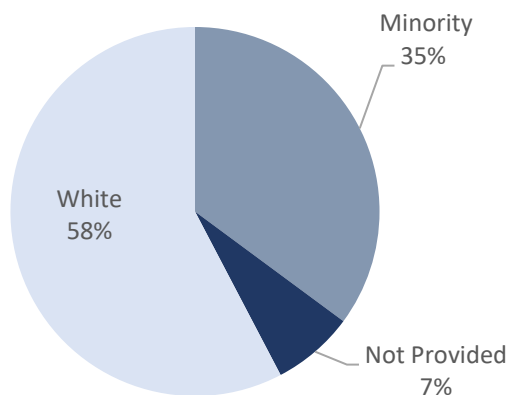
Participants Served



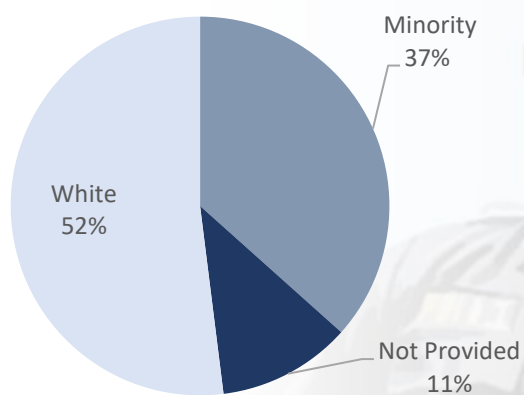
Creating a Diverse Workforce

Increasing the number of females and other minorities in Registered Apprenticeship Programs and helping employers develop diverse, equitable and inclusive workplaces was a priority during this fiscal year. Diversity, equity and inclusion was the theme of the 2022 conference and several speakers covered DEI in their remarks.

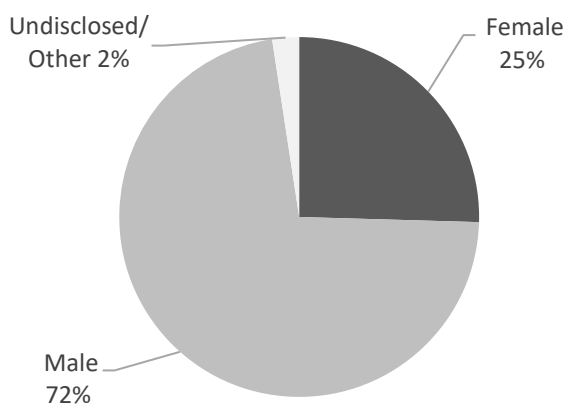
Served by Race



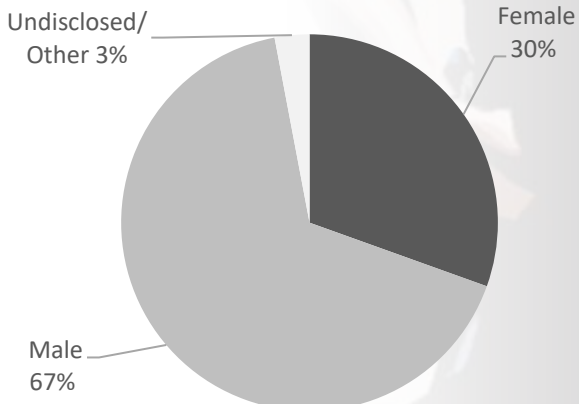
Registrations by Race



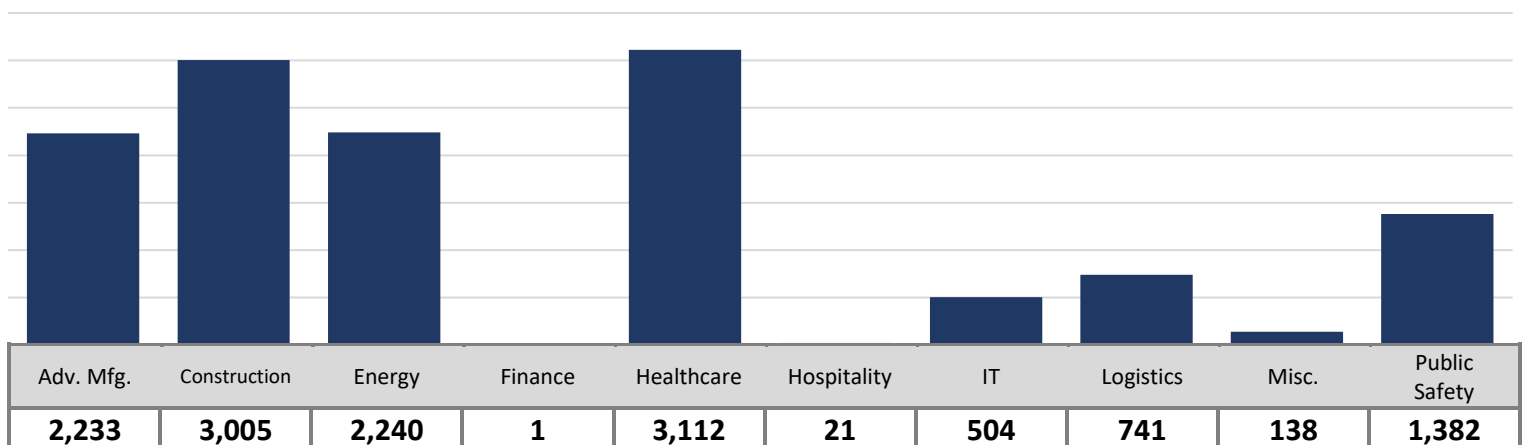
Served by Gender



Registrations by Gender



Served Apprentices by Industry



Apprentice Education Funding

There are a number of grants and state funding which are used to expand the educational success of apprentices in North Carolina including the N.C. Youth Apprenticeship Waiver for youth entering the workforce, which covers community college education expenses while part of an apprenticeship. Additionally, ApprenticeshipNC received funding from USDOL through the Apprenticeship State Expansion (ASE) grant that is leveraged for newly-registered apprentices to attend occupation relevant community college classes.

ASE Grant

Total Awarded Funding \$407,801.13

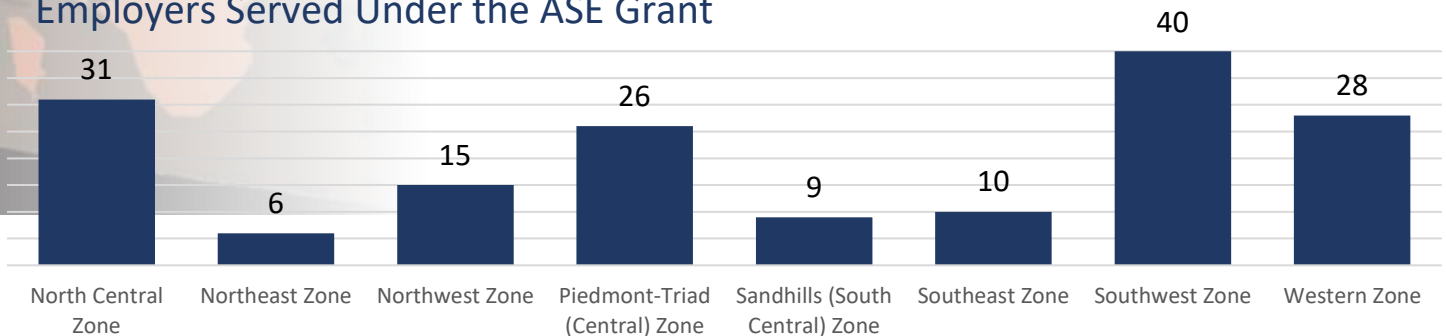
Apprentices Served 624

Colleges Benefitting 31

While the ASE grant has ended with the funding fully expended on June 30, 2022, a total of \$768,171.21 for 1,317 apprentices were awarded since July 1, 2019 covering books, tuition, and fees at community colleges across our state.

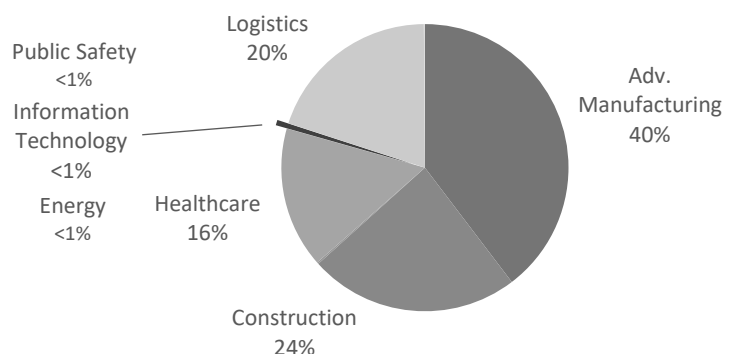
November 2021 the NC Legislature awarded ApprenticeshipNC \$12,000,000 in funding for rural underserved areas to be released starting July 2022. During the period following this award, \$2,000,000 in marketing outreach, and internal software development have implemented a fully functional system for managing the funds, tracking awards in the coming year, in addition to awareness lead by the local community colleges.

Employers Served Under the ASE Grant



ASE Awards by Industry

ASE Awards by Industry	Funds Awarded
Adv. Manufacturing	\$305,341.18
Construction	\$182,195.89
Energy	\$1,495.59
Healthcare	\$122,238.46
Information Technology	\$4,693.12
Logistics	\$153,031.65
Public Safety	\$940.00



Marketing Initiative

In November 2021, the N.C. General Assembly earmarked \$2 million for a statewide marketing campaign to create awareness of the \$12 million funding available to employers in tier one and tier two counties that aims to ultimately expand and increase registered apprenticeships and enrollment at community colleges located in underserved counties.

The funding was offered to and split among community colleges that reside in and serve tier one and tier two counties based on 2020 tier ranking data produced by the N.C. Department of Commerce. Forty-four of the Great 58 community colleges accepted the marketing funds and either managed the marketing internally or used the services of vitalink, a marketing firm with proven experience marketing apprenticeships.



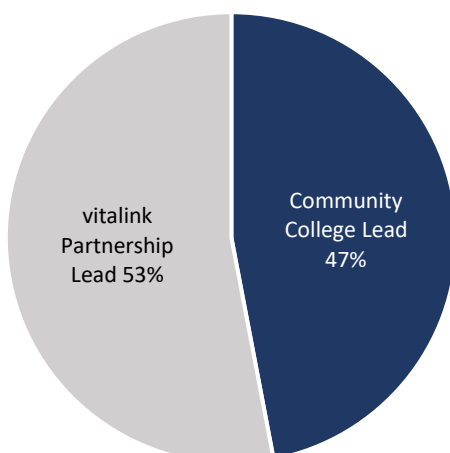
A Billboard on Highway 70 in Carteret County is cobranded with Carteret Community College.

The bulk of the advertising was cobranded with ApprenticeshipNC and included a mix of TV, cable, broadcast radio, streaming audio, digital media, social media, print, email, and outdoor advertising. A billboard on Highway 70 in Carteret County, inset right, is cobranded with Carteret Community College.

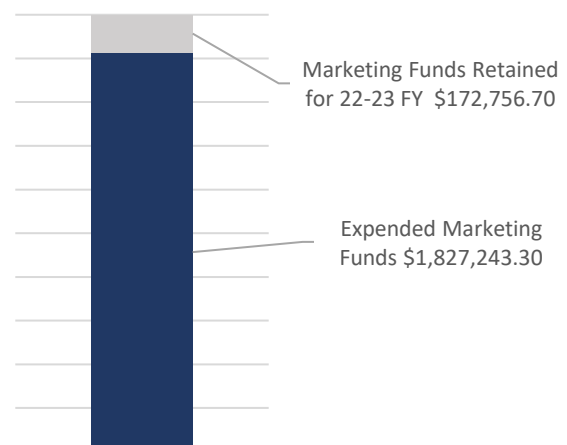
As a value add for the media buy, My Carolina/CBS 17 conducted interviews with community college officials, employers, and their apprentices to create greater awareness locally and further educate the public on the benefits of RAPs.

Marketing funds had to be expended by June 30, 2022. The data below provides a breakdown of funds spent. An extension granted by the N.C. General Assembly in the short session June 2022 will allow those community colleges with remaining funds until June 30, 2023, to expend remaining funds.

Marketing Outreach by Outlet

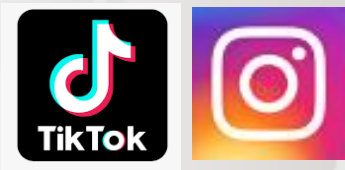


Marketing Expenditures Using The Funds Extension



Social Media

In addition to LinkedIn, Facebook and YouTube social media platforms, ApprenticeshipNC launched its brand on TikTok and Instagram to better target those between the ages of 16 and 24. Instagram launched on Aug. 23, 2021, and TikTok launched April 13, 2022.



Outreach

Planning and outreach for three events involved coordination and planning from the entire ApprenticeshipNC team. The Apprenticeship Contests, held each October during the N.C. State Fair, include contests for Masonry, Electrical, Carpentry, HVAC-R and Plumbing. The carpentry contest for pre-apprentices is designed for high school students who work in teams. Last year’s winners represented Holly Springs High School and took home cash and prizes provided by event sponsors.



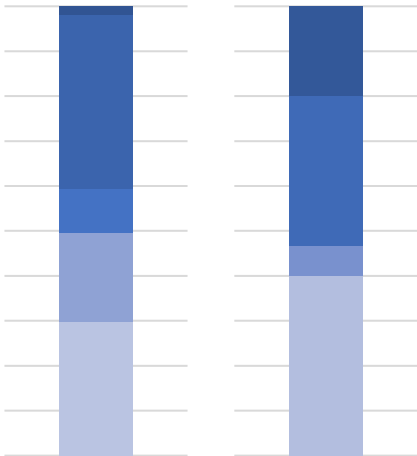
Pre-Apprentices at Holly Springs High School win the Carpentry Contest in October 2021.

During National Apprenticeship Week (NAW), held Nov. 15 – 21, events were scheduled throughout the state to both promote registered apprenticeships and to show appreciation for sponsors and apprentices throughout the Tar Heel State. NAW provides an opportunity to highlight Registered Apprenticeship Programs locally as a proven industry-driven training model that provides a critical talent pipeline in North Carolina.

The ApprenticeshipNC conference was held in Wilmington at the Hotel Ballast March 15-16. The conference opened to a packed house and included employer sponsored programs, community college representatives and workforce development board members. The conference theme, Revive and Thrive: Creating and Inclusive Workforce Post Pandemic, was timely as employers and employees continue to recover from the pandemic. ApprenticeshipNC presented Outstanding Award Winners during a special awards luncheon. Recorded interviews with award winners are featured on the ApprenticeshipNC YouTube page.

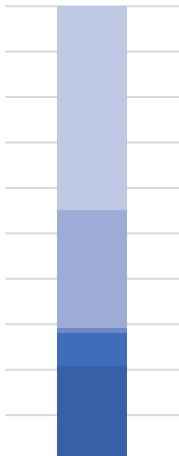
State Fair
Contestants by
Contest

Total	101
Plumbing	2
Masonry	39
HVAC	10
Electrical	20
Carpentry	30



Apprenticeship
Week Events

15	Total
3	Employer
5	Consortia
1	HS
6	CC



Conference
Attendance

273	Total
122	Ed. Inst.
71	Employers
23	WFB /Stk Hld.
57	Government

Youth Participation

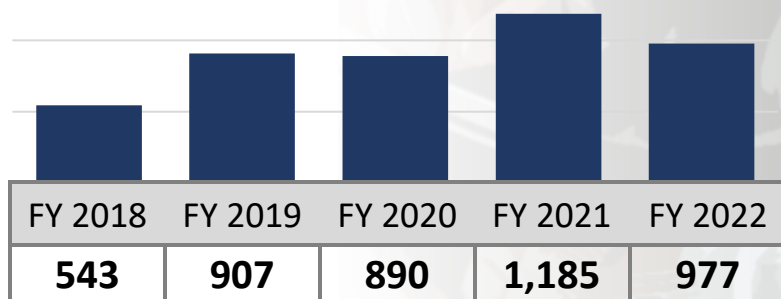
North Carolina is one of nine original grantees funded by New American through the Partnership to Advance Youth Apprenticeship (PAYA). Currently, four grant-funded positions work across eight economic development zones to promote and register youth apprenticeship programs. Every region grew in 2021-22 in the number of youth apprentices served in North Carolina high schools, with a 38% growth in regions located outside of the 85/40 Corridor during the past two fiscal years.

WPDE/ABC 15 hosted a special broadcast with Robeson Community College to promote the new funding available to employers located in tier one and two counties mentioned in the report that aims to help employers recruit apprentices between the ages of 16 and 25. Guests of the show included the president of RCC along with ApprenticeshipNC officials and sponsors of Registered Apprenticeship Programs in Robeson County.



WPDE/ABC 15 hosts special broadcast called Robeson Community College: Apprenticeships for Today's Business.

High School Youth Apprenticeship Served During Each Fiscal Year and through June 30, 2022



High School Youth Apprenticeship Served by Industry

