

Apprenticeship Opportunity Awareness

HB 280, Rep. Mike Winder, Sen. Karen Mayne

All Utah high school graduates should consider one of three paths for post-secondary school training:



Apprenticeship Programs

Higher Education (USHE) Technical Colleges (UTECH) Various Apprenticeship Programs

HB 280 Apprenticeship Opportunity Awareness creates the position of Commissioner of Apprenticeship Programs so that this third path will have a commissioner to coordinate and advocate for that path the way the other two paths have.

State Workforce Development Board would give two names to the Executive Director of the Department of Workforce Services, who would hire the Commissioner of Apprenticeship Programs.

The commissioner would promote the many apprenticeship in Utah that can be completed at no charge to the participant where the participant learns and works to learn a set of skills that result in qualifying for a state license or certification or earning industry recognized credentials at the completion of the apprenticeship.

The average wage for a fully proficient worker who completed an apprenticeship translates to approximately \$60,000 annually. There is also a great need in Utah for electricians, operating engineers, ironworkers, bricklayers, cement masons, and more.

Learn and earn!

Debt free diplomas!



BUDGET

\$128,800 (ongoing, to hire the Commissioner of Apprenticeship Programs)

\$500,000 (ongoing, to promote a public awareness and behavioral change campaign)

\$628,000

Year one:

Public Awareness/Behavioral Change Campaign	
Sample budget breakdown	
Perception research	\$40,000.00
Production costs	\$90,000.00
Media Campaign	\$370,000.00
<i>Television</i>	<i>\$175,000.00</i>
<i>Radio</i>	<i>\$75,000.00</i>
<i>Digital/Social Media</i>	<i>\$60,000.00</i>
<i>Outdoor</i>	<i>\$60,000.00</i>
TOTAL	\$500,000.00

Year two and ongoing:

Public Awareness/Behavioral Change Campaign	
Sample budget breakdown	
Public Relations	\$40,000.00
Media Campaign	\$460,000.00
<i>Television</i>	<i>\$225,000.00</i>
<i>Radio</i>	<i>\$80,000.00</i>
<i>Digital/Social Media</i>	<i>\$85,000.00</i>
<i>Outdoor</i>	<i>\$70,000.00</i>
TOTAL	\$500,000.00