



>>>> **Illinois Community College Board** >>>>

Customized Apprenticeship Programming-IT:  
Marketing Toolkit

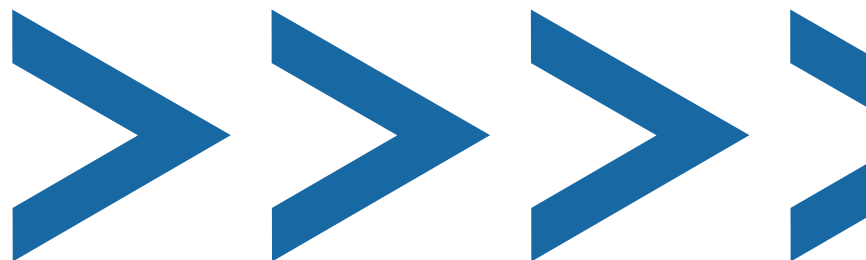


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## Overview

Effective communication is essential for marketing and sales success. Messages must connect with prospects and attractive visuals should capture attention. The goal of this Marketing Toolkit is to arm program providers with the language, visuals, and tools needed to connect with the market.

Positioning language offered works to define the program and its benefits. This language is then applied for use in an elevator speech, sample sales letter, and talking points. It is recommended that you review, appreciate, and customize these pieces with your college name and contact information where appropriate for immediate use.

A visual style has been developed for all tools that are a blend between youthful circles and action-oriented arrows along with a techy-type font. The colors used correspond with the ICCB logo and generally work well when used with other college logos. The approach is somewhat conservative based on the audience, yet still filled with youth and vitality.

In addition to language support, templates provided include a tri-fold brochure that can be customized with your logo and a complete PowerPoint presentation – that includes an outline with presentation content for each slide. With the addition of your logo and contact information on these pieces, one is immediately ready to offer an impressive speech. In addition, we have provided you with sample social media posts for both Facebook and LinkedIn platforms. Note that Facebook samples will be more brief or social, while LinkedIn posts allow for longer conversational content. Both platforms have merit for use in this type of marketing effort.

The last piece presented is an animated explainer video that will work to gain attention and prompt quick understanding of your offering. All digital files will be provided for use and customization. Business Builders Marketing is a resource for program providers in need of customization services. Please reach out with any questions or needs you have.



## IT Apprenticeship Program and Benefits

*Below please find multi-purpose content that introduces the program and its benefits. This content is developed to be highly relatable and somewhat general so it can be modified to be effective program communication. As you can see in the applications that follow, once established, this content forms the foundation for all other communications.*

Apprenticeship program recruitment challenges are nothing new in the IT field. We all know that many positions require very specific skills and training. We also know that many of the applicants can be as original as the need itself! Sometimes top candidates are passive and aren't looking for a new role. Other times they are seeking high salaries. And managers frequently report that IT candidates can be hard to connect with based on current job constraints, language barriers, and communication preferences. So, how can companies that rely on IT professionals thrive?

Solving the IT demands of today requires a new approach. We're doing that through customized apprenticeship programs that integrate classroom learning with paid employment. Our unique programs create pathways for individuals to gain the skills they need for employment and enable you to gain an affordable and reliable workforce. Would you like a risk-free, affordable workforce? Look no further. IT Apprenticeship programs offer the following benefits:

- **Affordable, Motivated Staff.** Our customized apprenticeship programs enable organizations to benefit from affordable, motivated IT support during a time when it is very hard to find qualified staff. This will allow your organization to stay competitive and productive.
- **Risk-Free Hires.** You will have time to vet all candidates and evaluate skills, so you don't need to invest in someone who is not the right match for your needs. Everyone wins with this risk-free program.
- **Train Your Way!** You will be able to train your apprentices with your processes and procedure, offering specific instruction as to exactly how you want things done. Your new team member won't come with biases or past clouded concerns, instead, you'll gain a compliant employee ready to listen and learn.
- **Positive, Production.** With time to train, you'll get the opportunity to instill your company's culture into your candidate's frame of reference. This very important element of employee satisfaction, can help you keep a positive, productive employee for life.
- **Permanent Placements.** Know that your training will pay off! In fact, 94% of apprentices who complete an apprenticeship program retain employment; they



appreciate the program and their training. What an amazing benefit for both the worker and the employer!

- **Employee Retention.** What's nice about this program, is that you've invested in the training of talent that tends not only to stay but to perform exactly as you have trained them too! The mutual satisfaction of both parties tends to result in high retention rates among permanent placements.

Apprenticeship programs have come a long way from past programs that were cost-prohibitive and bogged down with preventative paperwork. Today, there are flexible, yet structured programs in place that address business needs efficiently, as we are all united in our goals.

Opportunities exist in all areas of IT, however, we know that everyone's needs are unique. Connect with our apprenticeship experts today so we can determine your needs and build your ideal program. Let us provide you with your workforce of the future, so you can reach your organizational goals.

## Elevator Speech

(Insert college name) solves today's IT staffing issues with customized apprenticeship programs that integrate classroom learning with paid employment. Our unique programs enable you to gain an affordable and reliable workforce -- a new team that is trained to be exactly what you want and need. We do understand that everyone's IT needs are very different. Our flexible, customized apprenticeship programs work to fit your specific goals. If you're like most and are worried about the IT positions that need to fill, you should talk with one of our IT apprenticeship experts. We can determine your exact needs and develop a customized program that will work for you!



## Talking Points

These conversational bullet points convert the baseline content into everyday application. They offer many options to discuss your program and benefits.

- Recruitment challenges are nothing new in the IT field.
- IT positions often require very specific skills and training.
- We understand that every employer does not just need “IT staff.” You need IT staff with very specific skills.
- IT recruitment is challenging. Candidates can be hard to find and hard to connect with.
- Sometimes when you find the right IT candidates, they want too much money.
- We’ve learned that solving the IT staffing issues of today requires a new approach.
- We offer customized apprenticeship programs that integrate classroom learning with paid employment.
- Apprenticeship programs have come a long way from past programs.
- Today, apprenticeship programs are flexible, yet structured programs that address IT needs efficiently.
- IT apprenticeship programs enable you to have affordable and motivated IT support.
- Having a resource for IT staff is a tremendous benefit, especially during this job market that we’re experiencing.
- With new and motivated IT staff on board, apprenticeship programs can allow you to stay both competitive and productive.
- Apprenticeship programs are great because they give you time to vet candidates and evaluate skills. You never have to commit if someone is not right for your needs or your organization.
- Employers like apprenticeship programs because they enable you to control the training program and can mold your tech team into the dream team you’ve always wanted.



## Talking Points Continued

- You can teach apprentices processes that are critical to your organization and fold them into your culture.
- Apprentices don't come with biases or past clouded concerns. Instead, you'll gain a compliant employee ready to listen and learn.
- They've found that 94% of apprentices stay on for permanent employment and that these employees have high retention rates. Your training time will pay off tremendously.
- What's nice about apprenticeship programs is that everyone wins. The students earn as they learn and employers gain affordable, trainable IT staff that tend to stay on and become valuable, long-term employees.
- Apprenticeship programs today are flexible, yet structured programs that address business needs efficiently!
- Most employers don't just need "anyone" to fill an IT role, they are seeking specific skill sets for the roles needed.
- The best way to learn more is to meet with one of our apprenticeship experts.
- If having skilled, affordable IT staff is going to be critical to your future, we're happy to help.
- The best way to get started is to meet with us. We want to learn more about your specific IT needs so we can find the best candidates to support your goals.
- Opportunities exist in all areas of IT, however, we know that everyone's needs are unique.
- Connect with our apprenticeship experts today so we can determine your needs and build your ideal program.
- Let us provide you with your workforce of the future, so you can reach your organizational goals.
- We can develop a customized apprenticeship program to meet your specific needs.
- It's worth a meeting to see if your organization can benefit from additional IT support!



## Sample Sales Letter

IT Company  
HR Professional or CEO  
Address  
Address

RE: IT recruitment, we can help!

Dear First Name,

Solving the IT staffing demands of today requires a new approach. We're doing that through customized apprenticeship programs that integrate classroom learning with paid employment. Our unique programs create pathways for individuals to gain the skills they need for employment and enable you to gain an affordable and reliable workforce. Would you like a risk-free, affordable workforce? Look no further.

IT Apprenticeship programs from (insert college name), enable organizations to benefit from affordable, motivated IT support during a time when it is very hard to find qualified staff. This will allow your organization to stay competitive and productive. Students earn as they learn, and you gain a motivated employee with the skills to embrace your processes and your procedures. You can build your IT team with the staff that you need to succeed.

Apprenticeship programs have come a long way from past programs that were cost-prohibitive and bogged down with preventative paperwork. Today, there are flexible, yet structured programs in place that address business needs efficiently, as we are all united in our goals.

Opportunities exist in all areas of IT, however, we know that everyone's needs are unique. Connect with our apprenticeship experts today so we can determine your needs and build your ideal program. Let us provide you with your workforce of the future, so you can reach your organizational goals.

Sincerely,

Name, Title  
College  
Office Phone  
Cell Phone  
Email

P.S. Want additional details or ready to schedule a quick appointment? Visit our website for great information and easy calendar access! (insert landing page here).






# Brochure Template

### Customized Apprenticeship Programs

Integrate classroom learning with paid employment. Our unique programs create pathways for individuals to gain the skills they need for employment and enable you to gain an affordable and reliable workforce.




Connect with our apprenticeship experts today so we can determine your needs and build your ideal program.

Contact info here  
email@school.edu  
Phone #  
website.com

### Customized IT Apprenticeship Programs Are Here!

Logo Here

Logo Here




### IT Apprenticeship programs offer:

- **Affordable, Motivated Staff:** During a time when it is very hard to find qualified staff.
- **Risk-Free Hires:** You will have time to vet all candidates and evaluate skills, so you don't need to invest in someone who is not the right match for your needs.
- **Ability to Train Your Way:** Train your apprentices with your processes and procedure, offering specific instruction as to exactly how you want things done.
- **Positive, Production:** You'll get the opportunity to instill your company's culture into your candidate's frame of reference.
- **Permanent Placements:** 94% of apprentices who complete an apprenticeship program retain employment; your training pays off!
- **Employee Retention:** The mutual satisfaction of both parties tends to result in high retention rates among permanent placements.

Our customized IT Apprenticeship programs, enable organizations to benefit from affordable, motivated IT support during a time when it is very hard to find qualified staff. This will allow your organization to stay competitive and productive.

Students earn as they learn, and you gain a motivated employee with the skills to embrace your processes and your procedures. You can build your IT team with the staff that you need to succeed.





# PowerPoint Template

## Slide 1

Customized IT Apprenticeship Programs

Add school's logo

**Customized IT Apprenticeship Programs**

Logo Here

## Slide 2

Recruitment Challenges

Recruitment challenges are nothing new in the IT field. We all know that many positions require very specific skills and training. We also know that many of the applicants can be as original as the need itself!

**Notes:** Relate to audience about the challenges of finding applicates perfect for the job.

**Recruitment Challenges**

Positions often require very specific skills and training. Applicants can be as original as the need itself! What have you experienced?



### Slide 3

#### Technical Apprenticeship Programs

Would you like a risk-free, affordable workforce? Look no further.

**Notes:** Discuss a new approach! How your new customized apprenticeship programs create pathways for individuals to gain the skills they need for employment and enable you to gain an affordable and reliable workforce.



**Technical Apprenticeship Programs**

Would you like a risk-free, affordable workforce?  
Look no further.

### Slide 4

#### Benefits

- Affordable, Motivated Staff
- Risk-Free Hires
- Train Your Way
- Positive, Production
- Permanent Placements
- Employee Retention

**Notes:** Discuss how each benefit relates to the audience (Refer back to positioning language)



**Benefits**

- Affordable, Motivated Staff
- Risk-Free Hires
- Train Your Way
- Positive, Production
- Permanent Placements
- Employee Retention

### Slide 5

How does our customized apprenticeship program impact you?

**Notes:** Discuss a new approach! How your new customized apprenticeship programs create pathways for individuals to gain the skills they need for employment and enable you to gain an affordable and reliable workforce.



### Slide 6

- Stay both competitive and productive.
- Have the time to vet candidates and evaluate skills.
- Control training program and create your dream team!

**Notes:** Describe the positive impact on their organization. How this program assists organizations in areas that need help, find IT staff that fits their needs.







### Slide 7

Students earn as they learn, and employers gain affordable, trainable IT staff that tend to stay on and become valuable, long-term employees.

**Notes:** Describe the positive impact on their organization. How this program assists organizations in areas that need help, find IT staff that fits their needs.



Students earn as they learn, and employers gain affordable, trainable IT staff that tend to stay on and become valuable, long-term employees.



### Slide 8

Easy Process!

- Connect with apprenticeship experts
- Develop a customized apprenticeship program to meet your specific needs
- Gain affordable, trainable IT staff that tend to stay on and become valuable, long-term employees

**Notes:** Explain more in depth about the customize program, how you match potential employees to their wants/needs, and how they can mold/train them



## Easy Process!

- > Connect with apprenticeship experts
- > Develop a customized apprenticeship program to meet your specific needs
- > Gain affordable, trainable IT staff that tend to stay on and become valuable, long-term employees.



**Slide 9**

Reach your organizational goals today!  
Connect with our apprenticeship experts today so we can determine your needs and build your ideal program.

**Notes:** Discuss how everyone's needs are unique

**Reach your organizational goals today!**

Connect with our apprenticeship experts today so we can determine your needs and build your ideal program.



**Slide 10**



Thank You!

**Fill in contact information**

**Thank You!**

**Name**  
email@email.com  
###-###-####  
website.com

Logo Here



# Social Media Post Examples

## Facebook


**Post:** Looking for IT staff?



**Post:** Let us provide you with your workforce of the future.



**Post:** Build your program today!



Connect with our apprenticeship experts today to build your ideal IT Apprenticeship Program.

Logo Here

**Post:** Would you like a risk-free, affordable workforce?



**IT Apprenticeship Program offers benefits such as:**

- > Risk Free Hires
- > Positive, Production
- > Permanent Placements
- > Employee Retention
- > Affordable, Motivated Staff

Logo Here





**LinkedIn**

**Post:** Solving the IT staffing demands of today requires a new approach. We're doing that through customized IT Apprenticeship Program that integrates classroom learning with paid employment. Our unique programs create pathways for individuals to gain the skills they need for employment and enable you to gain an affordable and reliable workforce.

Let us provide you with your workforce of the future,



so you can reach your organizational goals.

Logo Here

**Post:** Opportunities exist in all areas of IT, however, we know that everyone's needs are unique. Connect with our IT apprenticeship experts today so we can determine your needs and build your ideal program.



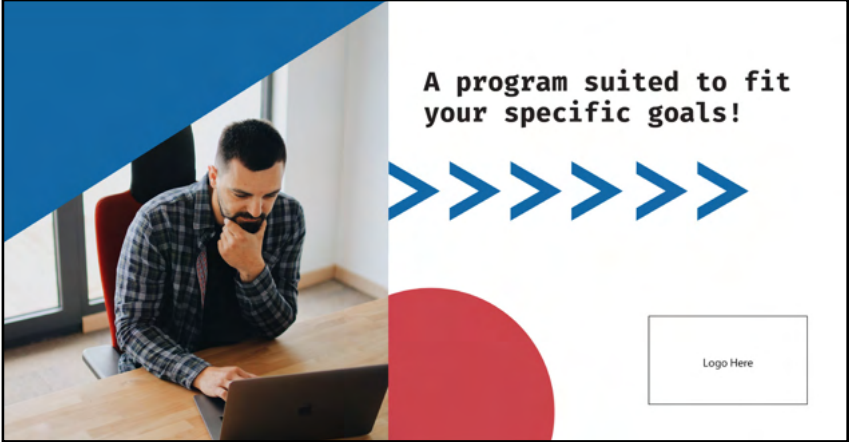
Develop a customized IT program that will work for **you!**



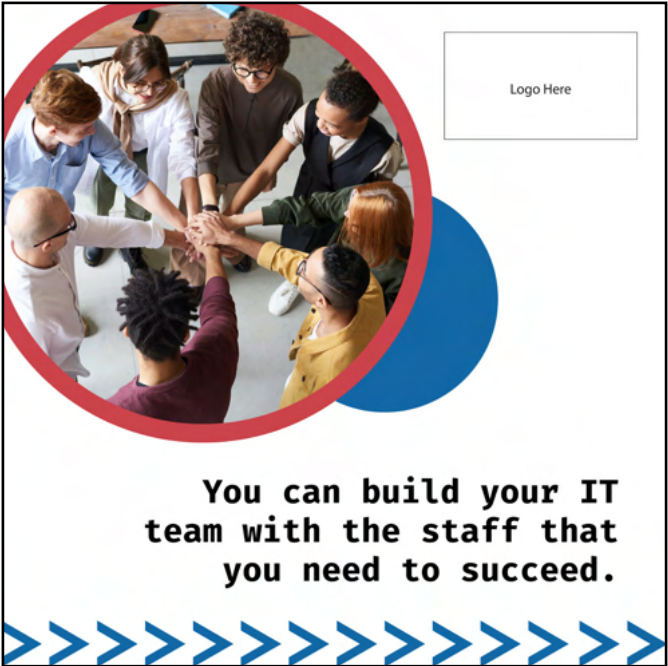
Logo Here



**Post:** Our customized IT Apprenticeship Program enable you to gain an affordable and reliable workforce -- a new team that is trained to be exactly what you want and need. Schedule a quick appointment to start your ideal program today! {insert url}

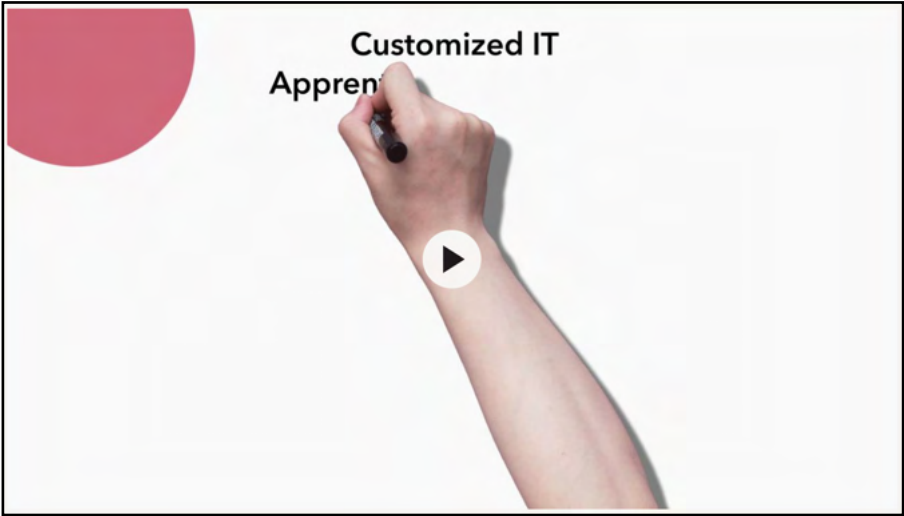


**Post:** IT recruitment can be challenging. We all know that many positions require very specific skills and training. Solving the IT demand of today starts with a new approach through customized IT Apprenticeship Programs! For additional information, visit our website at {insert url}



# Explainer Video

This brief and information-packed video can capture the attention of a viewer, offer all baseline information, and most important, prompt action. This tool can be used on your website, on social media, at presentations, or emailed out as a link to prospects and partners. House the video on your YouTube channel for ease of viewing and sharing. Also, consider customizing the piece with your logo and contact information for ideal impact.



## Files Included

**Brochure-** Content (.docx), Template (.ai), Mockups (.jpg and .pdf)

**Explainer Video-** Video (.mp4)

**PowerPoint-** Content (.docx), Template (.pptx), Mockups (.png)

**Social Posts-** Content (.docx), Facebook and LinkedIn Templates (.ai),  
Mockups (.jpg)

**Toolkit-** Guide (.pdf)

