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| OFFICE OF APPRENTICESHIP  BULLETIN | **NO.**  2023-13 |
| **DATE**  November 2, 2022 |

**TO:** NATIONAL APPRENTICESHIP SYSTEM STAKEHOLDERS

OFFICE OF APPRENTICESHIP STAFF

STATE APPRENTICESHIP AGENCIES

**FROM:** JOHN V. LADD /s/

Administrator, Office of Apprenticeship

**SUBJECT:** Revision to Appendix A of the National Standards of Apprenticeship for Interactive Advertising Bureau (IAB)

1. **Purpose.** To inform the staff of OA, State Apprenticeship Agencies (SAA), Registered Apprenticeship program sponsors and other Registered Apprenticeship partners of a revision to Appendix A to include the occupation listed below to the Interactive Advertising Bureau (IAB).
2. **Action Requested.** This bulletin is being provided to OA staff for informational purposes only. The National Office will be responsible for maintenance and technical assistance regarding this program.
3. **Summary and Background.**
   1. Summary – This revision to Appendix A, to the National Standards of Apprenticeship, was submitted by Ms. Jassalin Lam, Vice President, on behalf of the Interactive Advertising Bureau (IAB), and were processed by Joseph Taylor, Program Analyst, National Office, Office of Apprenticeship and approved by the OA Administrator on October 20, 2022.
   2. Background –

***NPS Background -*** National Program Standards of Apprenticeship are programs that are registered by OA on a national basis and that consist of occupational standards which: (1) are developed and sponsored by an employer, national trade or industry organization, labor organization, educational institution, or consortium; (2) are demonstrably national or multi-State in their design, suitability, and scope based on consideration of the National Program Standards criteria (detailed below); and (3) comply with the regulatory requirements contained in 29 CFR Part 29 and 29 CFR Part 30.

1. **Revision to Appendix A.** This revision to Appendix A, to the National Standards of Apprenticeship for Interactive Advertising Bureau (IAB). for the following occupation will be serviced by National Office, Office of Apprenticeship.

Digital Advertising Operations

(Existing Title: Digital Marketer)

O\*NET-SOC CODE: 13-1161.01

RAPIDS CODE: 2077CB

Type of Training: Competency-based

1. **Inquiries.** If you have any questions please contact Hughes McLean, Apprenticeship & Training Representative, National Office, Office of Apprenticeship, at (202) 693-3026.
2. **Attachments.** None.