



# BUILD YOUR BRAND, EXPAND YOUR TALENT PIPELINE:

## Converting Your Internships into a Registered Professional Apprenticeship

Does your organization have an internship or externship program for college students? By upgrading your internship Program, you will tap into a new and more diverse talent pool, expanding your incoming talent pipeline by lining up work-ready graduates upon program completion.

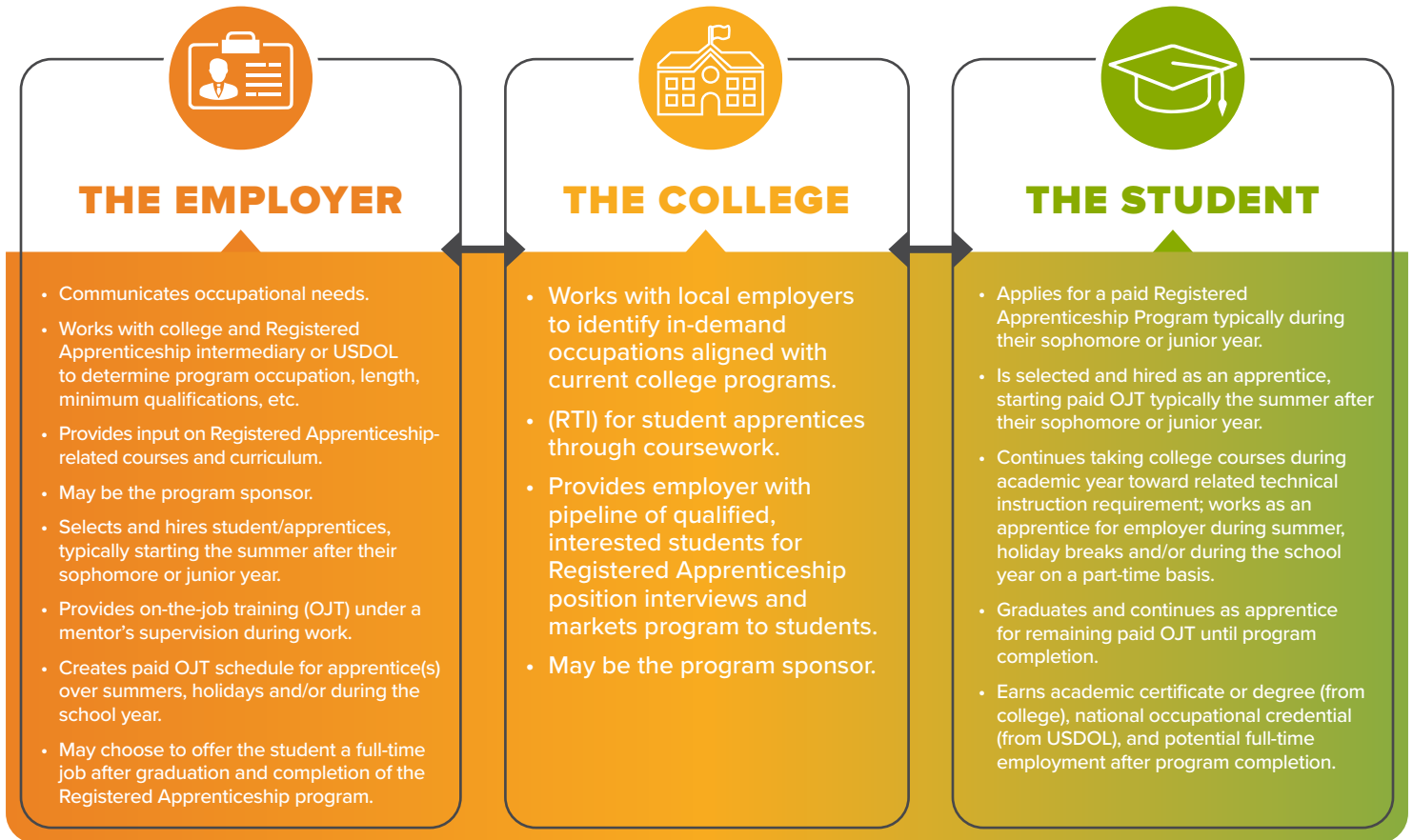
Converting your internship or externship program into a Registered Professional Apprenticeship/ Entrepreneurial Program delivers more value to both you and the students you hire.

### INTERNSHIPS VS. REGISTERED PROFESSIONAL APPRENTICESHIPS

Registered Professional Apprenticeship/Entrepreneurial Programs are a proven, structured model for developing a skilled workforce.

	Internship	Registered Professional Apprenticeship
Provides paid work experience	Maybe	Yes
On-the-job training (OJT) is directly related to what a student is studying	Maybe	Yes
Includes intentional mentoring by an experienced professional	Maybe	Yes
Can receive college credit	Maybe	Yes
Requires classroom instruction/college courses as part of the program	No	Yes
Ensures that students gain skills and knowledge for a specific job	No	Yes
Results in at least one nationally-recognized, portable credential or certification	No	Yes
More than 90 percent of participants become full-time employees upon program completion	No	Yes

# Registered Professional Apprenticeship Program Roles



## BENEFITS

While a Registered Professional Apprenticeship/Entrepreneurial Program empowers college students with valuable, paid workplace experience, it also provides your organization with numerous tangible benefits:



**Pipeline Expansion:** It gives you the opportunity to build a steady pipeline of young, qualified and competent talent. Once a Registered Apprentice completes the program, you are not required to hire them as a full-time employee. However, you will likely want to. You will have experienced a unique opportunity to watch their performance, introduce them to your company's culture and values, and determine their potential for long-term advancement within your company.



**Brand Awareness:** Having a Registered Apprenticeship Program also sets you apart as an employer of choice. Providing an opportunity that provides hands-on workplace training and professional experience while integrating college students' academic careers will naturally increase your brand value among jobseekers.



**ROI:** It can also provide long-term return on investment (ROI). While 92% of all apprentices are retained by employers as permanent full-time employees (FTEs) upon program completion, only 55% of interns are offered FTE positions; of those hired, 91% of apprentices remain with their employer for more than a year following their hire compared to only 62% of interns.



**Partnerships and Support:** Having a Registered Apprenticeship Program often provides companies with significant benefits including new community-based workforce and educational partners (for recruiting, education and support services), and even financial support (through tax credits and/or state job training funding).