



Millions of American workers are at risk of being left behind in an economy increasingly defined by technology and automation. Creating new pathways for community college students to access better jobs with longer-term growth potential is one solution to a problem that challenges U.S. competitiveness and economic growth.

### THE PROBLEM

Awareness of apprenticeships is low...



**34%**  
**Yes,** I have heard of a professional apprenticeship program

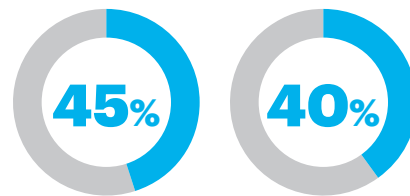
**34%**  
**No,** but I would be interested to learn more

**24%**  
**No,** I'm not sure what this is about

**8%**  
**Yes,** I have participated in a professional apprenticeship program

### THE POTENTIAL

... but those who are interested are attracted by the potential to:

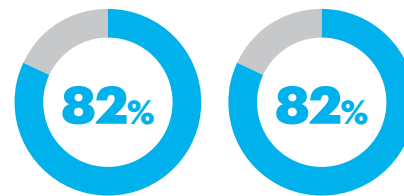


Gain skills for the future

Get a job that pays better

### THE PROPONENTS

Counselors hold positive views of apprenticeship programs because:



They give employers the ability to tap new talent pools

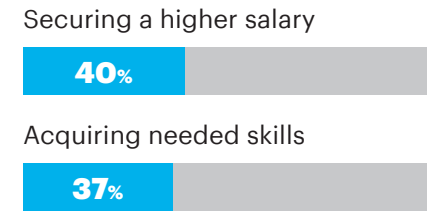
They give students a clear pathway to employment

### THE PAYOFF

Three-quarters of students who completed apprenticeships say it helped get them a job.



Other positive outcomes included:



### NEXT STEPS

Here's how corporations—and community colleges themselves—can help.

**Create professional apprenticeship programs.** Corporations need to provide much more extensive professional apprenticeship offerings.

**Communicate better.** Corporations that offer professional apprenticeship programs need to do more to raise awareness. Community colleges also need to provide better information to students.

**Coordinate more.** The more companies and community colleges coordinate on this important issue, the more they both stand to benefit.