

WORKFORCE DEVELOPMENT

Eileen Donovan, Workforce Development Specialist

THE MISSING LINK



You may have seen MACNY's Workforce Development Team at any of the high school job fairs and career exploration events in Central New York over the past few months. We

love these opportunities to get out and talk about Registered Apprenticeship and to extoll the benefits of alternative pathways to careers.

It's gratifying to see a parent light up when they begin to grasp the possibilities for their teenager facing post-secondary decisions, such as whether to pursue a 4-year degree, to take a gap year, to attend community college, to go straight to work from graduation, or explore other avenues that might make more sense. The idea that Registered Apprenticeship might be a fantastic way to a college degree, for example, is new and useful information for any student's parent.

These are exciting conversations. Here at MACNY, we appreciate the chance to walk through the math with parents and students to compare the cost of a four-year degree against the investment in four years as an apprentice emerging with a nationally recognized credential. There's really no comparison between \$100K+ at a SUNY school and \$0 for an apprenticeship for the same amount of time.

Then the talk turns to: where can I find more information? How does my child know where to go to express their interest in Registered Apprenticeship? Who in Central New York has a Registered Apprenticeship program as part of their employee training and development? More than one school counselor has told us that we need to make it easy for kids to take the next steps. There's a ton of valuable information on the NYS Department of Labor website, but it's overwhelming for a high school junior or senior already trying to navigate a sea of information.

In response to these questions, we have added new features to MACNY's **Career & Talent Platform** to assist us in linking

up these soon-to-be-high school graduates with Registered Apprenticeship programs (internships and summer jobs too) across the state. Now, a student can create their profile in the Talent Community by **texting Careers4Me to 97211** to be alerted when an opportunity pops up in their fields of interest or by scanning the QR code below.



Perhaps you're already an employer who offers Registered Apprenticeship to existing and potential employees. You know the value of this time-tested method for ensuring the sustainability of your talent pipeline. If you don't have a Registered Apprenticeship program on site, what are you waiting for? Now is the perfect time to begin offering Registered Apprenticeship as an attractive career pathway to the talent that's out there, looking for you!

We talk to a lot of students. Let us help you connect with them. Contact edonovan@macny.org to get this conversation started.