

CONSUMER TECHNOLOGY ASSOCIATION (CTA)[®] PROCLAMATION

WHEREAS, the Consumer Technology Association (CTA)[®] recognizes the importance of preparing and maintaining a highly skilled 21st century workforce that can meet the needs of the tech industry we serve; and

WHEREAS, the United States faces a skills gap in the number of qualified and available workers to meet the needs of the tech industry; and

WHEREAS, CTA created the Apprenticeship Coalition, a collaborative effort by CTA member companies to create and expand apprenticeship opportunities nationwide and prepare American workers for careers in fast-growing fields such as data analytics, software development, project management and artificial intelligence; and

WHEREAS, The CTA Apprenticeship Coalition creates new pathways for Americans from all backgrounds to fill jobs in communities across the country, not just in traditional tech hotspots on the coasts; and

WHEREAS, apprenticeship programs can uniquely provide the academic and work-based learning required to develop in-demand skills while candidates are employed; and

WHEREAS, apprenticeship programs diversify the workforce to drive productivity and innovation and unlock new opportunities for students and mid-career professionals looking to advance in a rapidly changing job market; and

NOW, THEREFORE, I, Gary Shapiro, President and CEO of the Consumer Technology Association, call upon tech companies to recognize the value of apprenticeships, and to promote industry awareness and expansion during the sixth anniversary of:

NATIONAL APPRENTICESHIP WEEK

November 8, 2020 through November 14, 2020

IN SUPPORT,



Gary Shapiro
President and CEO
Consumer Technology Association

Consumer
Technology
Association™

Apprenticeship
Coalition