

UNDERSTANDING TODAY'S SKILLS LANDSCAPE

The U.S. faces a critical skills mismatch:

7 M jobs unfilled

6 M unemployed

(Source: BLS)

500,000 open IT jobs in the U.S.,
but universities only graduate
50,000 computer science
grads each year
(Source: Code.org)

U.S. economy expected to create
16 M new collar roles by 2024
(Source: CITYLAB)

NOTABLE STATS ABOUT APPRENTICESHIPS:

On average, **91 percent** of
apprentices find work after
completing their programs.
(Source: WhiteHouse.gov)

The average starting salary of an
employee coming out of an
apprenticeship program is **\$51,000**.
(Source: WhiteHouse.gov)

The **CTA Apprenticeship Coalition**
will create new pathways for
Americans to fill millions of open
new collar jobs in communities
across the country, not just in
traditional tech hubs.

Visit cta.tech/apprenticeship
to learn more.

CTA™ Apprenticeship Coalition

Consumer
Technology
Association™



The Consumer Technology Association (CTA)™ and IBM created the CTA Apprenticeship Coalition, a collaborative effort by CTA member companies to help solve the shortage of workers and ensure the tech sector remains key to America's success.

Coalition members will draw upon IBM's apprenticeship program —launched in 2017 and registered with the U.S. Department of Labor— to help them develop and scale their own in-house programs. Apprenticeship programs will be created and expanded in 20 states for careers in fast-growing fields including software engineering, data science and analytics, cybersecurity, creative design and program management.

Apprenticeships are a proven, time-tested approach to skills training. They help businesses recruit and create a skilled and diverse workforce and unlock opportunities for students and mid-career professionals looking to advance in a rapidly-changing job market.

COALITION FOUNDING MEMBERS

A&K Robotics
Alarm.com
BloomBoard
Bosch
Canon U.S.A.
EVERFI
Ford Motor Company
Future Ready Solutions
IBM

LOOK.education
OperationsInc
Phone2Action
Postmates
SoftBank Robotics
Sprint
TeamPeople
Toyota
Walmart

ABOUT IBM'S APPRENTICESHIP PROGRAM

The IBM Apprenticeship program launched in 2017 and is registered with the U.S. Department of Labor. Since its start, the program has grown twice as fast as expected and is on track to add 450 apprenticeships per year over the next five years. The IBM program provides “learn while you earn” training opportunities for students and mid-career professionals, helping them build marketable, in-demand skills while avoiding student debt.

The IBM Apprenticeship program currently has the following **15 apprenticeship roles** registered with the U.S. Department of Labor:

1. Software Engineer
2. Mainframe System Administrator
3. Junior Data Scientist
4. Junior Data Analyst
5. Junior Associate Project Manager
6. Application Development Specialists
7. Cybersecurity Analysis
8. Offering Manager
9. Electronics Technician
10. Chemical Technician
11. Hardware Design Technician
12. Computer Support Technician
13. Talent Acquisition
14. Human Resource Generalist
15. Designer



President and CEO of IBM, Ginni Rometty, with apprentices Tony, Suriana, Brandon, Kimberly and Ryan onstage at CES 2019.

Meet Five IBM Apprentices

1. Tony Byrd: Software Engineering Apprentice, Raleigh, NC

Tony was a barista in the coffee shop at IBM for seven years before teaching himself to code and joining the IBM Apprenticeship program.

2. Suriana Rodriguez: Electronic Lab Tech Apprentice, Poughkeepsie, NY

Suri is a P-TECH graduate and DACA recipient. She was unsure of her options after high school due to her DACA status but was able to join the IBM Apprenticeship program to continue learning through on-the-job training.

3. Brandon Wolfe: Cybersecurity Apprentice Grad, Rocket Center, WV

Brandon is an Air Force veteran who received a full-time job at IBM after completing his IBM Apprenticeship.

4. Kimberly Duran: Mainframe Administrator Apprentice, Columbia, MO

Kim earned a BS in general studies at a state university, worked in retail and self-published a book before joining the IBM Apprenticeship program.

5. Ryan Reed: Software Engineering Apprentice, Raleigh, NC

Ryan was a firefighter/EMT for 15 years, before a back injury ended his career. He began taking courses in tech while working at Lowe's, then found the IBM Apprenticeship program.