

CASE STUDY

Closing the skill and diversity gap in tech:

The impact of the IAB's Apprenticeship Program



AT A GLANCE

IAB Apprenticeship Stats

- 43% identified as diverse
- 57% hires were women
- 100% of clients give positive feedback

Apprenticeship Stats

- 94% of Apprentices retain¹
- \$1.47 return on every dollar invested in Apprenticeship²
- >15% cost savings over traditional hires³



"We've had a great experience with Apprenticeships. We take our role as a community leader seriously. We were looking to expand our data team, and to support our commitment to addressing diversity in our industry. The IAB Digital Media Apprenticeship helped us achieve these goals."

Charlotte Mercer
COO Media Two

What is an IAB Apprenticeship Program?

Finding talent with modern skills in Digital Media can be challenging. Now you can hire on potential, not experience.

IAB Apprenticeships are an effective way to provide on-the-job training while addressing your company's skills gaps in **Data Analysis, Ad Operations, and Digital Marketing** - reducing recruitment and training costs, and building a pipeline of skilled and diverse tech talent, all while your employee is contributing to the company's business.

Why use an IAB Apprenticeship?

IAB Apprenticeships give you talent trained with the most in-demand skills that your organization and teams need. By joining the IAB Apprenticeship program you can:

- Hire or train talent on potential, not credentials
- Recruit & develop diverse and highly skilled individuals
- Improve productivity, profitability, and your bottom line
- Reduce turnover, improve loyalty, and retain top talent
- Demonstrate investment in your community

Removing degree requirements unlocks hiring potential. Our hire-to-train model ensures you get the people you want and the skills you need.

Learn how companies are using the IAB Apprenticeship . . .



Investing in the future: The success of an enterprise tech apprenticeship program

Introduction:

Experian is a leading global data and information technology company that specializes in providing credit reporting, credit scoring, and other related services to individuals and businesses around the world. The company has a long history of investing in the development of its employees and the community.

Background:

In the face of a rapidly changing tech landscape, Experian recognized the need to build a pipeline of skilled tech talent to meet the demands of their clients and the market. However, traditional recruitment and training methods were costly and time-consuming, leading the company to investigate alternative solutions.

Implementation:

Experian partnered with the IAB and placed five full-time, career employees on the Data Analytics Apprenticeship, with a focus on client consultation.

The program included a combination of virtual instruction, on-the-job training, with apprentices working alongside experienced practitioners and applying their work to real world projects.

The program also provided apprentices structured professional development, including weekly 1:1 mentorship and soft skill training.



"The IAB prepared a curriculum for Experian with a blend of both technical and soft skills training that allowed our team to use the new learnings within their day-to-day work, making it easier to incorporate into existing workloads, and see immediate impact from new skills learned."

Jill Canetta
COO Experian

Results:

The Data Analytics Apprenticeship Program at Experian has been a resounding success creating effective business consultants that lead with a data driven mindset and have grown client business.

In addition, the program has allowed Experian to develop its own skilled tech talent that is well-versed in their technology stack, resulting in increased productivity - distilling their new skills to their teams.

Conclusion:

Experian's tech apprenticeship program is a prime example of how apprenticeships can benefit both companies and individuals. By providing employees with on-the-job training they have improved employee retention, satisfaction and engagement. Further, the program has helped the company reduce recruitment and training costs to build a pipeline of skilled tech talent.



An advertising agency making a big impact on diversity in digital media through apprenticeships



Introduction:

Diversity and inclusion in the workforce has become an increasingly important issue in the advertising industry. Media Two, an independent agency based in Raleigh, NC takes their role as a community leader seriously and wanted to support and develop local, unrecognized talent with modern data driven digital media skills. This was an opportunity to hire on potential, not credentials.

Background:

The IAB's tech apprenticeship was designed to attract and train individuals from underrepresented groups in the tech industry, such as women and people of color. The program was structured to provide hands-on training and mentorship opportunities, as well as paid work experience. Media Two saw this as an opportunity to address diversity among its workforce and to improve its client services by incorporating more data analysis.

Implementation:

As part of the partnership the IAB:

1. Helped recruit individuals who were interested in pursuing a career in the digital media, who didn't have traditional experience.
2. Provided all training program management, allowing Media Two to focus on business
3. Incorporated cutting edge Data Analytics training and industry training
4. Ensured program success with end-to-end support.

"We are proud to be part of this program. Apprenticeships have empowered us to hire from our local community, to provide access to great careers, and to build brilliant talent."

Charlotte Mercer
COO Media Two

Results:

The implementation of the IAB program has had a significant impact on the Media Two. The program was successful in attracting and retaining a more diverse group of talented employees, leading to a more inclusive and innovative work environment. Media Two also saw an increase in business as clients were drawn to its ability to stay ahead of industry trends and provide cutting-edge services.

Conclusion:

Media Two serves as a model for other agencies looking to drive diversity and stay competitive in the industry. The IAB Apprenticeship gave them an effective tool for recruiting and training individuals from underrepresented groups, enabling them to attract and retain a more diverse group of talented employees - leading to a more inclusive and innovative work environment. The implementation of the program was done with effective curriculum, recruiting, providing support and incorporating new data analytic skills which helped the agency in achieving the goals of the program.



DIGITAL MEDIA APPRENTICESHIP

Powered by **AAW**

Are you looking to increase diversity and have employees with up-to-date skills in Digital Media?

We make Apprenticeship easy:

1. Nominate an employee or new hire as an Apprentice who you'd like to upskill
2. They work for you full time
3. IAB trains them 20% of their week
4. IAB handles all aspects of training
 - o Management
 - o 1:1 professional coaches
 - o Technical instruction
 - o DOL compliance and certification

Get a pipeline of loyal, skilled and engaged employees aligned with your culture.

UPCOMING COHORTS

2023 Apprenticeship Programs:

- Data Analytics
- Ad Operations
- Digital Marketing

To learn more contact us today:



info@apprentices.work

High Quality Training



Apprenticeship is an important tool for the future of workforce development in the US, and quality standards are essential to their success. All IAB programs are Department of Labor Certified. In addition we worked closely with IAB members and industry partners to create the most up to date and relevant training - suitable for businesses of all sizes.

Contributing IAB Members



¹ "Do Employers Earn Positive Returns to Investments in Apprenticeship? Evidence from Registered Programs under the American Apprenticeship Initiative - U.S. Department of Labor, Oct. 2022, <https://wdr.doleta.gov/research/details.cfm?q=&pid=2727>.

² "Discover Apprenticeship." Apprenticeship Fact Sheet, Discover Apprenticeship, Sept. 2020, https://www.apprenticeship.gov/sites/default/files/Apprenticeship_Fact_Sheet.pdf.

³ "2017 Talent Acquisition Benchmarking" SHRM, December 2017 <https://www.shrm.org/hr-today/trends-and-forecasting/research-and-surveys/Documents/2017-Talent-Acquisition-Benchmarking.pdf>