



SUNY

Apprenticeship
Programs at SUNY

APPRENTICESHIP PROGRAMS IN DIGITAL AND CREATIVE MEDIA

The State University of New York

Registered Apprenticeship is a workforce training model that combines paid on-the-job training (OJT) and formal instruction (Related Instruction - RI) to help a worker master the knowledge, skills, and competencies needed for career success.

In the fast-evolving landscape of digital and creative media, the cultivation of adept, skilled professionals is pivotal to drive a company forward. Establishing a Registered Apprenticeship Program tailored to a company's needs is not just a strategic move, it's an essential investment in future success.

The apprenticeship model is a good fit for a range of specialized areas within the digital and creative media space including roles that involve detailed processes, creativity, and state-of-the-art technologies.

EMPLOYERS BENEFIT FROM REGISTERED APPRENTICES WHO:

- Receive full-time, paid employment in the digital and creative media industry.
- Produce high-quality work with precision and urgency while learning on the job.
- Receive an increasing scale of wages based on skill progression, improving employee retention.
- Complete a minimum of 144 hours of academic "Related Instruction" per year gaining digital and creative media skills.
- Complete a minimum of 2,000 hours of on-the-job training per year with a focus on company procedures and processes.
- Operate under the close supervision of a skilled worker at the company who directly shares institutional knowledge.
- Receive a nationally recognized credential and progress toward a SUNY certificate or degree.

KEY EMPLOYER ADVANTAGES INCLUDE:

INDUSTRY-RELEVANT TRAINING: Apprentices gain practical experience and theoretical knowledge that aligns with the cutting-edge trends and demands of the digital and creative media industry.

HIGH RETURN ON INVESTMENT (ROI): Companies and organizations can experience an average ROI of \$1.47 for every dollar invested, with substantial public benefits.

COLLABORATIVE PARTNERSHIP: Benefit from a robust partnership between private industry and public institutions, ensuring a holistic learning experience.



SUNY has played a pivotal role in supporting over 150 employers across New York State.

There are a wide variety of apprenticeable occupations in the digital and creative media field including: Visual and Graphic Arts Associate, Marketing Coordinator, and Project Manager.

Funding Available*

- Tuition support of up to either \$6,000 or \$8,000 per apprentice studying at a SUNY college.
- Up to \$1,000 tuition support for pre-apprenticeship training.
- Up to \$1,500 in hiring/retention incentives for businesses.
- Additional employer incentives available from NYS Department of Labor (NYSDOL).
- Critical, short-term support funding for registered apprentices.

*Available for NYS Registered Apprenticeship Sponsors and Signatories on a first come, first served basis.

Register an Apprenticeship Program in Digital and Creative Media Directly with the NYS Department of Labor

- NYSDOL supervising apprentice training representative collaborates with businesses throughout the process (www.dol.ny.gov/apprenticeship).
- Thirty-day comment period.
- Additional apprenticeship titles may not be added for two years.
- No cost for registration or administration.



GET STARTED TODAY!

SUNY is a trusted partner for NYS Registered Apprenticeships in digital and creative media. Reach out to learn more!

SUNY System Administration Office of Workforce Development and Upward Mobility

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