

## Small and Medium Business Tech Apprenticeship Project

Registered apprenticeship is a proven strategy for businesses to hire new talent, especially in specialized positions like tech jobs. Through funding from Google.org, the Urban Institute is working with small- and medium-sized businesses in North and South Carolina to help them grow tech apprenticeship programs.

If your business or organization is interested in getting involved, visit [urban.org/smb](https://urban.org/smb) or scan the QR code on the right.



### WHAT IS TECH APPRENTICESHIP?

Designed in partnership with employers to meet their specific business needs, tech apprenticeship programs combine traditional coursework with on-the-job experience and mentorship, allowing apprentices to gain meaningful work experience as employees and quickly get assigned to productive work. Apprenticeship is a win-win strategy that benefits both employers and apprentices.

### WHY SHOULD EMPLOYERS CONSIDER APPRENTICESHIP?

Nearly seven out of eight employers with registered apprenticeship programs would recommend it to others because of the benefits, like higher loyalty, a healthy return on investment, and employee retention rates. Plus, research shows apprentices achieve faster earnings growth than comparable workers.

### HOW CAN THE URBAN INSTITUTE HELP?

The Urban Institute is a nonprofit research organization that provides data and evidence to help advance upward mobility and equity. Urban also serves as a tech apprenticeship intermediary, and our apprenticeship experts help employers and sponsors design, register, and implement their programs and connect with funding opportunities.

### HOW CAN I GET INVOLVED OR LEARN MORE?

Fill out the form at [urban.org/smb](https://urban.org/smb) to get in touch with our team. Whether you're an employer interested in creating or expanding an apprenticeship program, a school or community organization that wants to get involved, or a jobseeker looking for a new career path, the Urban Institute can connect you with the tools and guidance you need to get started.