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FOR IMMEDIATE RELEASE

{Date}

CONTACT: {Your Contact Information}

## WI Youth Apprenticeship Celebrates Career Development Month

*{Name of school/YA consortium and event}*

**(INSERT COMMUNITY NAME)** – Governor Scott Walker has proclaimed November 2015 as Career Development Month in Wisconsin in support of efforts to educate students about in-demand occupations and ensure a robust talent pipeline for generations to come. To showcase the {name of YA consortium}'s efforts to support Career Development in {your area}, {who} will be hosting {name of event} {when, where, who is invited}. {What is happening?}

**Alternate language for post-event press releases:** To showcase the {name of YA consortium}'s efforts to support Career Development in {your area}, {who} hosted {name of event} {when, where, who attended}. {What happened?}

The Youth Apprenticeship (YA) program is administered by the Wisconsin Department of Workforce Development (DWD) with funds awarded to local consortiums that work with employers and high schools to pair students up with an employer. The participating students are enrolled in academic classes while they are employed and receive hands-on instruction from a mentor. In {your area} over ## high school students participate in the program from ## area high schools. Local employers like ### and ### have taken on youth apprentices, gaining a motivated employee while providing valuable real-world worksite education.

**Suggested quote language for reference only – please customize or re-write your own:** "Education includes preparing our high school students for the future," says {your name}, Youth Apprenticeship coordinator for the {name of Consortium}. "Youth Apprenticeships integrates school-based and work-based learning to instruct students in employability and occupational skills defined by Wisconsin industries, giving students a head start on their career development. We are excited to highlight our Youth Apprenticeship program and the importance of Career Development through {name event}."

The {name of your regional consortium} has offered Youth Apprenticeship in the regional area for ## years. The YA program offers up to ## career programs for students to pursue such as **Health Science and Manufacturing**. These program areas provide students simultaneous work and learning offering dual credit/technical college articulations and career pathway choices. Students are interviewed and hired by the employer, participate in at least three evaluations per year, and must follow all work rules and safety regulations. At the completion of either a one-year or two-year YA program, they receive an industry recognized Certificate of Occupational Proficiency.

As part of Career Development Month, DWD and local partners **are highlighting/highlighted** career pathways and programs that help students, teachers, parents, counselors and others learn more about prospects for in-demand occupations.

Learn more about the Department of Workforce Development's Youth Apprenticeship program:

<http://dwd.wisconsin.gov/youthapprenticeship/>

Read the Governor's Proclamation for Career Development Month:

[http://dwd.wisconsin.gov/dwd/newsreleases/2015/151102\\_career\\_development\\_month.pdf](http://dwd.wisconsin.gov/dwd/newsreleases/2015/151102_career_development_month.pdf)

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