



Marketing Campaign Tactics September 2022 – August 2026 by



Our Leadership Team



Susan MacNicol - Founder/President

25+ Years of National and Global,
Integrated Marketing Experience

Certified Recruitment Marketer

Strategic Marketing Expert

MBA – Pepperdine University



Tami Wloch - Digital Marketing Director

Advisory Panelist, Meta Corporate

Advisory Panelist, LinkedIn Corporate

SEO & Google Analytics Certified

International Speaker



Shilpa Chaubal - Marketing Manager

5+ Years – Marketing & Project
Manager

Traditional Marketing Tactics Expert

MBA – DePaul University

Marketing Tactics Agenda

- **Program Brochure**
- **Conference Materials**
- **Reporting Templates**
- **Video Assets -**
 - Program Overview
 - Day in the Life of the Apprentices
 - Employer & Apprentice Testimonials
 - 45-Second Overview Video
 - Workforce Employer Success Stories
 - Workforce Employer Testimonials
- **Connected TV Advertising**
- **Paid Social Media Ad Campaigns -**
 - LinkedIn, Meta and Reddit

Editable Program Brochure

- 4-page branded editable brochure
- Overview, benefits, and getting started
- Customizable contact info block

What Are Employers Saying About Apprenticeship?

"There are grants and tax benefits to the Apprenticeship Initiative. It's helped a lot of companies in getting new talent in. We have to be ready for the 21st century. And what better way to do this than to get people in, educate them and teach them at the same time?"
- Phyllis Higgins, Apprenticeship Talent Navigator, Zurich

"The apprenticeship solution works not only for large organizations, but also small to medium-sized enterprises. The opportunity to invest in human capital as a growth engine for the business is just as important as having a meaningful revenue-generating product or service to offer to the market. You can't grow the business if you don't have talent."
- Shelly Brown, Diversity Solutions Leader, Aon

**Build Your Talent Pipeline.
Create Your Ideal Workforce!**

Discover Apprenticeship Today!

Visit ApprenticeshipIllinois.com to learn more.

Apprenticeship ILLINOIS.com
Prepare • Train • Retain

Brochure Available at:

<https://www.illinoisworknet.com/ApprenticeshipIL/Pages/Outreach.aspx>

Apprenticeship at a Glance

Developing a skilled workforce requires strategic planning. Address skill shortages and foster a healthy workforce pipeline by starting an apprenticeship program!

Apprenticeship is a framework that allows employers to develop their future workforce through flexible training and paid jobs.

Why Choose Apprenticeship Skills development:

- Employers cultivate a skilled, knowledgeable workforce.
- Current or new workers learn the specific skills.
- Bring in and train new talent in a cost-effective way.

Pipeline creation:

- Create and foster healthy pipelines of diverse individuals who are trained to meet future demands.

Knowledge management:

- Facilitate smooth succession planning, maintain expertise and create continuity.

Tax credits:

- Up to \$3,500 per apprentice per year as a reimbursement for educational expenses.
- Additional \$1,500 for apprentices who reside in a DCEO Opportunity Zone.

For the American Apprenticeship Initiative Evaluation, employers experience a 44.3% ROI on apprenticeship programs: every \$100 invested results in \$144.30 in benefits.

Benefits
Apprenticeship helps employers with:

- Cost-effective recruitment
- Smooth succession planning
- Reduced turnover
- Stronger employee loyalty
- Improved company culture
- Strengthened pipeline of skilled workers
- Higher worker productivity
- A more diverse workforce
- Fewer skill shortages
- Development of future leaders
- Community engagement

Apprenticeships have expanded into almost every sector!

Industries
Apprenticeships are most common in:

- Agriculture
- Construction
- Education
- Finance
- Healthcare
- Technical Services
- Real Estate
- Advanced Manufacturing
- Care Economy (Including Social Services and Education)
- Cybersecurity
- Energy
- Hospitality
- Information Technology
- Public Service
- Telecom
- Transportation
- Utilities

How Apprenticeships Work

Employers connect with their local or State Apprenticeship Specialist to find training providers, funding opportunities, and help set up their program for free!

Employers work with the designated Apprenticeship Specialist to develop a Registered Apprenticeship training program that includes:

- Direct business involvement
- On-the-job training
- Related instruction
- Progressive wage schedule
- Credentials

Employers can hire new candidates or upskill their existing workforce in the program. Apprentices work a paid job while also engaging in classroom learning. Upon completion of the program, they earn a nationally-recognized industry certification.

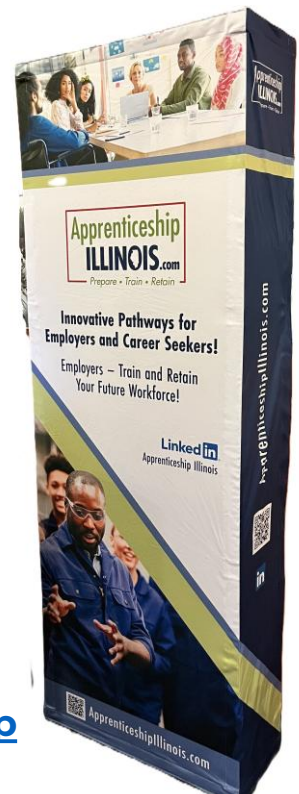
How To Get Started

- Apprenticeship Specialists are here to help your business build a Registered Apprenticeship program from start to finish at no cost! Explore more information at ApprenticeshipIllinois.com.
- Reach out to educational institutions and intermediaries to build partnerships.
- Design your program, integrating the specific skills you need your workforce to have.
- Register your program.
- Launch and interview!
- Promote your program by listing it on the Apprenticeship Finder website: www.apprenticeship.gov/apprenticeship-job-index

Visit ApprenticeshipIllinois.com to learn more.

Conference Materials

- Branded trade show display materials
 - Tall floor banner
 - Table Top banner
 - Scroll Up signage
 - Tablecloth
- Shipped to DCEO's Northern, Central and Southern regional offices



Reporting Templates

Branded reporting templates in PDF & Word format for grantees & specialists –

- Program Classification Guide
- Specialist Process Guide
- Understanding LWIAs
- Employer Playbook
- DOL Components
- Cover Page template

Reporting Templates
Available at:

<https://www.illinoisworknet.com/ApprenticeshipIL/Pages/Outreach.aspx>

Understanding Local Workforce Investment Areas (LWIAs)





In 2014, Congress passed the Workforce Innovation and Opportunity Act (WIOA). This legislation sets aside funds for each state to invest in workforce development.



To ensure that all localities receive WIOA funds, Illinois is split into 22 regions called Local Workforce Investment Areas. Each LWIA receives a portion of the WIOA funds that IL receives each year.



LWIAs are governed by Local Workforce Investment Boards, which are made up of local elected officials as well as area business leaders. LWIBs are aided by additional frontline staff members.



There are two primary categories of services that LWIAs provide using WIOA funds: Business Services and Services for Individuals. Regardless of category, funds can support training costs.



Individuals who are determined to be WIOA-eligible receive personalized case management and support services, as well as paid training opportunities or debt-free career-focused education.



WIOA Business Services include funding for employee upskilling, wage reimbursement for hiring WIOA participants, and zero cost opportunities to create a youth skills program/funded internship.



Bottom Line
Your LWIA is your local workforce development hub; here to help you and your organization thrive through innovative funding opportunities and rewarding partnerships with regional industry and public sector stakeholders.

Set up a consultation today:
ApprenticeshipIllinois.com

Understanding Apprenticeship Concepts #1

Registered Apprenticeships are: **BUSINESS-LED**

What does this mean?



Neither DOL, nor a local workforce agency, nor anyone from post-secondary education are going to tell employers what their programs have to look like. Employers make the final call on all details for their program, though they must adhere to DOL minimum standards for OJT and RTI.

Why does this matter?



Employers are oftentimes skeptical about the idea of government intervention in their hiring and training practices. Emphasizing their leadership throughout the process and giving them multiple opportunities to make customized adjustments can help reduce their alienation with the idea of a "registered" program.

What else should I know?



While employers have the final say in regard to what their apprenticeship program looks like, that doesn't mean that it isn't our responsibility to act as quality control by advising them on best practices for ensuring recruitment and retention. This might mean suggesting more worthwhile RTI, encouraging paid classroom time, or providing ONET data on competitive wages for their sector.

PRO TIP:

Refer to your ATR by their first name in conversation when discussing DOL with employers. Humanizing the public sector goes a long way towards building trust; plus, "Bruce" sounds a lot less scary than "Our DOL Monitor."

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Overview Video

- Branded video featuring stock footage and interviews from
 - May 2023 Chicago Apprenticeship event
 - 3 Sisters Logistics
 - Quad Graphics
- Highlighted key program benefits for both employers & employees.
- Positioned the program as a strategic growth engine for businesses.



Employer & Apprentice Testimonials

- Interviewed employers and apprentices at **May 2023 Chicago Apprenticeship event**
- Captured authentic success stories and impact and benefits of the program
- Produced **(10) short social-ready clips** in Vertical and Horizontal format
- Used in digital ad campaigns
- Testimonials available on the Illinois workNet YouTube Channel



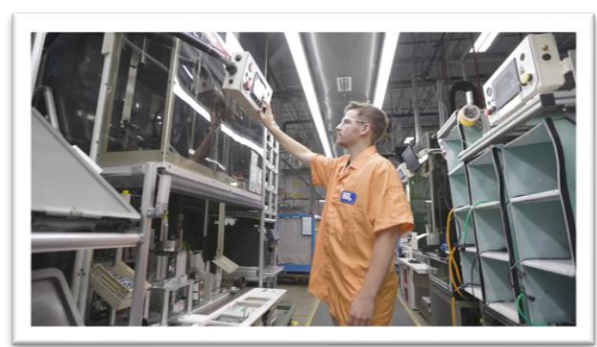
Click to View -
[Apprentice Success Story](#)



Click to View -
[Employer Success Story](#)

Day in the Life of the Apprentices Video

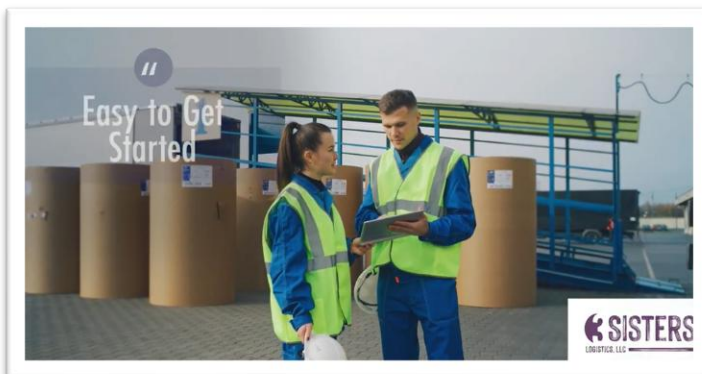
- Filmed and interviewed employers and apprenticeship ambassadors at
 - June 2024 Chicago Apprenticeship event
 - National American Lighting (NAL)
 - Aon
- Showcased the program's impact on apprentices and benefits to businesses



Click to view –
[A Day in the Life of Apprentices Video](#)

45-Second Overview Video Reel

- Produced a short employer benefits reel
- Footage from three IL employers
 - 3 Sister Logistics
 - National American Lighting (NAL)
 - Aon
- Used across digital ad campaigns



Workforce Employer Success Story Video Shoot

Filmed and interviewed workforce partners and employers in 2025. Featured-

- **Madison County** - Katie Johnson (West Star Aviation), Tony Fuhrmann (Madison County Workforce), and Mike Conley (SWIC)
- **Rockford** - Todd Wells (Bourn & Koch), Casey Schwebke (RRVTMA) and Dr. Ginna Caronna, Collin Ruthe (Rockford TWC)



Workforce Employer Success Story Videos

Produced 3 video formats:

- **5-minute**
- **2-minute**
- **(10) short social media ready videos**

Showcased Workforce - Employer Apprenticeship Success Stories featuring:

- **Bourn & Koch at Rockford**
- **West Star Aviation at Madison County.**



[5-MIN Workforce Employer Video](#)

[2 Min Workforce Employer Video](#)



Workforce Employer Success Story Testimonials

- Produced 10 short-form videos (45–59 sec.) showcasing key features and program benefits such as **Flexibility, Retention, Loyalty, Free Support & More**
- Created horizontal and vertical versions optimized for social media

Click on the images below to view some of the snippets:

**Build A Loyal Workforce
With**



**Apprenticeships Built
For Small Businesses**

**How West Star Aviation
Built Its Talent Pipeline**

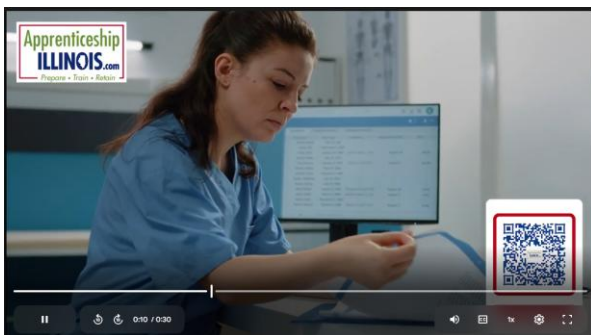
**Retain Talent
With**



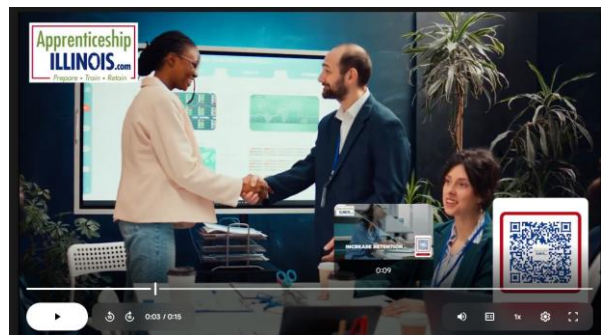
**Click to View –
Tailored Apprenticeship
Solutions**

Connected TV Ad Spots

- Created 30- and 15-second video spots
- Produced high-energy, fast-paced, broadcast-quality videos
- Focused on key employer benefits
- Delivered via LinkedIn CTV
- Targeted senior HR and Ops decision-makers across Illinois industries



[AP IL 30 Sec CTV Spot](#)



[AP IL 15 Sec CTV Spot](#)



Paid Social Ad Campaigns 3/21/24 to 7/7/26

* LinkedIn * Reddit * Meta



Social Media Ads

Platforms Reached

- LinkedIn + Audience Network
- Reddit
- Meta = Facebook, Instagram, Messenger, Threads, WhatsApp, Audience Network

Audience Network



Paid Digital Ads

Reaching your targets **whenever** they are online, **wherever** they are online, on over 47,000+ pages

Here are few additional online placements Apprenticeship Illinois received:



Social Media Ads

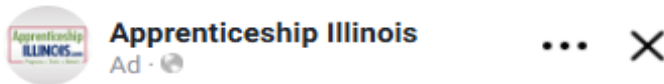
Definitions

- Impressions = Views of the ad
- CPC = Cost per click
- ER = Engagement Rate
 - Take the total number of engagements (likes, shares, video views, etc.) and divide by number of Impressions
 - ER is important because if it high, that means the right audience saw the right content and the right graphic

Social Media Ads

Ad Examples - Meta Ads

Facebook Feed



November is the Time to Celebrate the Importance of Apprenticeships for Illinois Employers

National Apprenticeship Week was established to remind employers of the incredible benefits involved in implementing a program – for your company, current & future employees, and the community as a whole. Reach out to your local Apprenticeship Specialist for important resources and details on how to get started!

#ApprenticeshipIL #NAW2024
#ApprenticeshipUSA #DecadeOfNAW

Reach Out For Information Today!



Increase Productivity & Employee Retention



Explore a Registered Apprenticeship



Customize Workforce Skills to Meet your Company's Needs



illinoisworknet.com
Find Apprenticeship Details Here

Learn more

Instagram Feed



apprenticeshipillinois
Ad



Learn more



apprenticeshipillinois Registered
Apprenticeships: The Top Talent Development Solution for Tech Employers

Tech companies need a strong workforce to maintain competitiveness in a continuously advancing industry. Registered Apprenticeships are a proven solution that can be integrated into existing training and workforce development strategies in order to meet critical talent challenges. Explore the details of these work-based learning programs [HERE](#), and find contact information for local Apprenticeship Specialists who are eager to answer questions and provide helpful ways to get started.
#ApprenticeshipIL

Campaign 6 Facebook

Views = 179,000

Clicks = 6,600

Engagement Rate = 25% (avg=.50%)

CPC=\$0.15 (avg=\$4.50)

Social Media Ads

Ad Examples - Meta Ads

Messenger Stories



Audience Network



Social Media Ads

Ad Examples - LinkedIn Ads



Apprenticeship Illinois
3,102 followers
Promoted

Celebrate National Apprenticeship Week by exploring the impact apprenticeship can have on your business. Registered Apprenticeship helps you develop the skilled employees your business needs, address skill shortages, and improve long-term retention by training employees to meet your specific needs. Click through to learn more about this cost-effective workforce strategy, explore Apprenticeship Week events across Illinois, or connect with resources to get started. You'll also hear directly from Apprentice Ambassadors—real apprentices working in companies across the state—whose experiences show how apprenticeship works in practice. Their real-world stories demonstrate how cultivating industry-specific skills not only enhanced their own careers, but also enriched their workplaces and contributed to a stronger workforce. Find details [HERE!](#) [#ApprenticeshipIL](#) [#NAW2026](#)



National
APPRENTICESHIP WEEK
APRIL 26 — MAY 2, 2026

Build a Pipeline of Highly-Skilled Workers

*Decrease Turnover + Increase Retention +
Reduce Recruitment Costs*

*Customize Skill Development to Meet Your
Needs*



Apprenticeship Week is the Perfect Time to Get Started! Find Details on Registered Apprenticeships [HERE](#)

[Learn more](#)

Campaign 16 LinkedIn

Views = 36,000

Clicks = 1,300

Engagement Rate = 3.6% (avg=1%)

CPC=\$1.16 (avg=\$20)

Social Media Ads

Ad Examples LinkedIn Ads



Apprenticeship Illinois

3,102 followers

Promoted

Manufacturing Month is the perfect time to explore the incredible benefits that Registered Apprenticeships can offer to manufacturing employers – like building a strong, skilled pipeline of workers, increasing productivity, decreasing turnover and MORE! And there are specialists right in your area dedicated to helping companies like yours find the right fit and get the best program implemented. CLICK here to find contact info for Mike Burress and Michelle Brookens, who are here to help!



**Illinois Manufacturing Employers
Celebrate Manufacturing Month!**



**Contact Your Local Specialist
to Learn How Your Company Can
Start an Apprenticeship Program**



Apprenticeship Illinois

3,102 followers

Promoted

Registered Apprenticeships boost productivity, reduce turnover and provide a steady pipeline of qualified workers. And the programs are highly-customizable to meet the needs of individual businesses. Don't know where to start? Here's the help you need! Your local Apprenticeship Specialist, Emily Perks, can explain your options, help with all the paperwork, and even provide customized training and onboarding, all at no cost. Contact her today to discover all of the benefits of this strategic earn-and-learn training model.

Celebrate Manufacturing Month by Strengthening your Workforce! Explore Apprenticeships [HERE](#)

[Learn more](#)



to grow your Business

To Learn How To:

Reduce Turnover

Improve Productivity

Build a Skilled Workforce

**Contact your Local Specialist for Important Resources &
Help Setting Up a Program!**



Create your Future Workforce: Contact your Apprenticeship IL Specialist!

[Learn more](#)

Social Media Ads

Ad Examples

Reddit Ads

Campaign 12 Reddit
Views = 141,500

Clicks = 660

Engagement Rate =
.47% (avg=.2%)

CPC=\$1.51
(avg=\$3)

IL Businesses understand the value of investing in workforce development. Apprenticeships cultivate a skilled workforce, trained to meet your organization's specific needs. > > Contact your Specialist, Sara Espeland, for details, help with customizing the right program & assistance with paperwork!



Your Local Specialist Will Show You How To Get Started



Create a Skilled Workforce With a Registered Apprenticeship

- Develop a Steady Supply of Talented Workers
- Tailor a Program to your Specific Needs
- No Fees - ALL Costs Funded by a Grant!




[View More](#)

Apprenticeships offer a cost-effective strategy to maintain a steady stream of qualified candidates + stay prepared for future growth! Your local Apprenticeship Specialist, John Hall, can provide essential program details, help customize the right program + assist with paperwork – all at NO cost!

Discover the Benefits of Registered Apprenticeships

- Cost-Effective Approach to Hiring & Training
- Customized to Meet Specific Business Demands
- Apprenticeship Guidance at NO Cost to Your Business






Contact Your Local Specialist for State-Funded Assistance with Implementing an Apprenticeship

[Learn More](#)

Social Media Ads

Summary for Social Media Ads 1 thru 18

TOTAL VIEWS OF THE ADS: 4 Million Views

TOTAL CLICKS ON THE ADS: 66,600 Clicks

Social Media Ads

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Platforms

LinkedIn

	Views	Clicks
▪ LinkedIn Sponsored	181,000	2,800
▪ Audience Network	1 million	11,750
▪ LinkedIn CTV	<u>250,000</u>	<u>41</u>
LinkedIn totals:	1.43 million	14,600

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Meta

▪ Facebook	2.1 million	46,000
▪ Instagram	134,000	3,300
▪ Audience Network	47,000	1,300
▪ Messenger	<u>22</u>	<u>1</u>
Meta totals:	2.3 million	50,600

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Reddit

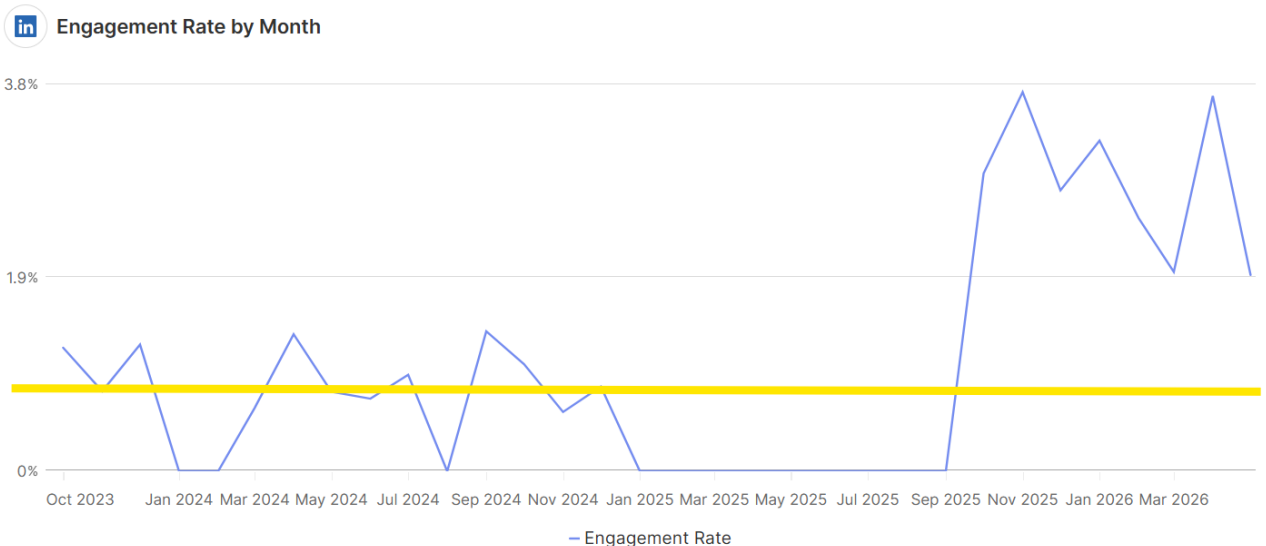
▪ Reddit totals:	310,000	1,400
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Social Media Ads

Platform Performance

LinkedIn Sponsored Ads

- ❑ Engagement Rate rose dramatically as the ads ran
- ❑ Viewers usually need to see a LinkedIn ad repeatedly before they click on it



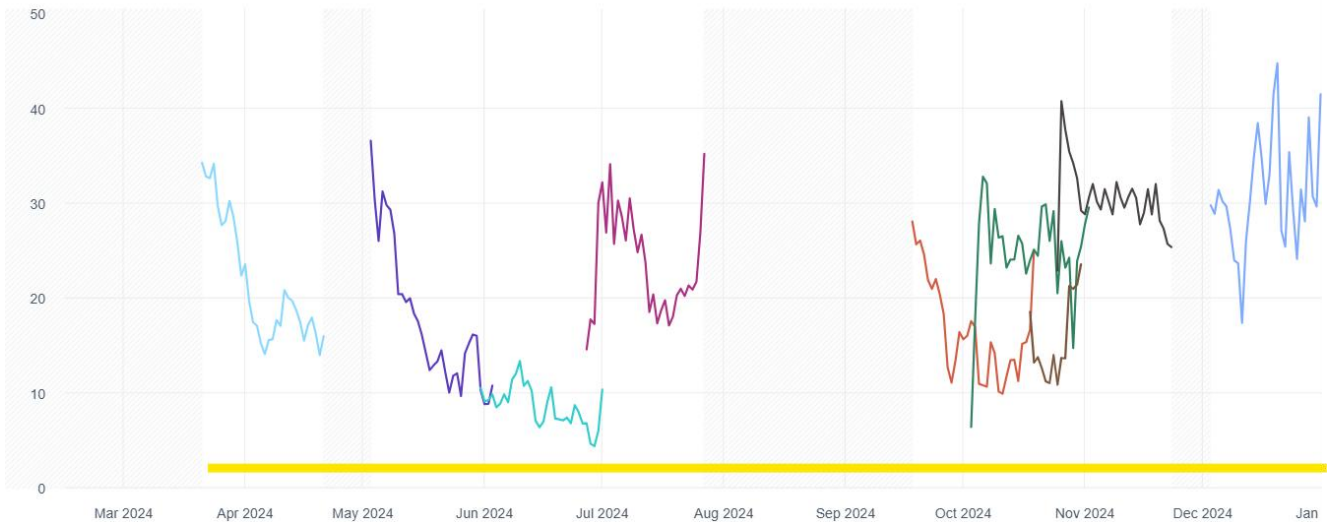
Social Media Ads

Platform Performance Meta/Facebook Ads

- Engagement Rate ran as high as 45% when the average Meta ER is just 1%

Mar 21, 2024 - Dec 31, 2024

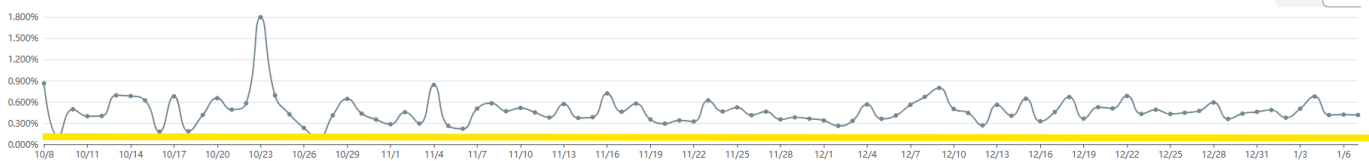
✓ Apprenticeship IL Campaign ...
✓ Apprenticeship IL Campaign ...
✓ Apprenticeship IL Campaign ...
✓ Apprenticeship IL Campaign ...
✓ Apprenticeship IL Campaign ...



Social Media Ads

Platform Performance **Reddit Ads**

- Each Campaign was targeting to a different audience by Specialist Location.
- Engagement Rate averaged .43% when the average Reddit ER is .20%



Social Media Ads

Platform Performance

LinkedIn Ads - Top Job Titles

Title	Impressions	Clicks
Manager	22,356	239
Office Manager	18,802	176
Owner	18,646	249
Operations Manager	10,710	117
General Manager	8,502	94
Physical Therapist	6,518	60
Registered Nurse	5,739	100
Human Resources Manager	5,370	58
Medical Doctor	4,945	39
President	4,919	61
Founder	4,637	82
Director of Operations	4,372	78
Store Manager	4,322	74
Chief Executive Officer	3,985	56
Engineering Manager	3,701	26
Accounting Manager	3,459	41
Territory Manager	2,992	25
Chief Operating Officer	2,892	33
Practice Manager	2,813	24
Director	2,675	72
Nursing Manager	2,644	48

Social Media Ads

Platform Performance

LinkedIn Ads - Business Sizes

Company Size	Impressions	Clicks
10001+ employees	106,080	1,377
11-50 employees	60,653	807
1001-5000 employees	58,811	801
51-200 employees	53,962	724
2-10 employees	52,877	578
201-500 employees	37,538	545
501-1000 employees	27,017	443
5001-10000 employees	21,578	356
1 employee	728	12

Social Media Ads

Platform Performance

LinkedIn Ads - Top Industries

Name	Impressions	Clicks
Medical Practices	86,563	912
Hospitals and Health Care	64,255	778
Hospitals	47,792	649
Non-profit Organizations	28,493	381
Machinery Manufacturing	25,927	366
Higher Education	25,082	471
Individual and Family Services	25,031	309
Chemical Manufacturing	18,254	229
Technology, Information and Internet	17,551	214
Transportation Equipment Manufacturing	17,246	198
Food and Beverage Manufacturing	13,395	136
Community Services	12,295	169
Medical Equipment Manufacturing	10,715	109
Business Consulting and Services	9,187	157
Insurance	9,017	149
Media and Telecommunications	8,585	97
Appliances, Electrical, and Electronics Manufacturing	8,506	79
Recreational Facilities	8,313	119
Plastics and Rubber Product Manufacturing	8,277	78
Manufacturing	7,907	99
Research Services	7,879	121
Retail Apparel and Fashion	7,686	84
IT Services and IT Consulting	7,187	137

Social Media Ads

Platform Performance

LinkedIn Ads - Top Companies

Top Companies	Impressions	Clicks
Caterpillar Inc.	4,967	101
University of Illinois Chicago	5,433	78
Southern Illinois University, Carbondale	825	60
OSF HealthCare	2,516	53
Northwestern Medicine	4,628	40
Health Care Service Corporation	3,282	36
University of Chicago	3,127	30
Rush University Medical Center	2,734	30
UChicago Medicine	2,253	30
Advocate Aurora Health	1,934	29
Endeavor Health	1,784	22
Rivian	1,139	21
Carle Health	1,590	20
Abbott	1,486	20
AbbVie	862	20
Ascension	823	18
Kankakee Public Library	1,092	14
Ann & Robert H. Lurie Children's Hospital of Chicago	1,167	13
NorthShore University HealthSystem	1,479	12
AMITA Health	1,003	12
Advocate Health Care	1,752	11
CVS Health	1,166	9
Shirley Ryan AbilityLab	876	5

Social Media Ads

Platform Performance

LinkedIn Ads - DMA Regions

DMA Regions	Impressions	Clicks
DMA® 602 - Chicago	35,515	1,074
DMA® 609 - St. Louis	11,603	436
DMA® 675 - Peoria-Bloomington	9,228	236
DMA® 632 - Paducah-Cape Girard-Harsbg	5,980	271
DMA® 648 - Champaign&Sprngfld-Decatur	2,574	90
DMA® 717 - Quincy-Hannibal-Keokuk	1,206	29
DMA® 649 - Evansville	623	23
DMA® 682 - Davenport-R.Island-Moline	272	12
Designated Market Area = DMA		
DMA combines zip codes in one area into larger groups		

Social Media Ads

Platform Performance

Reddit Ads - DMA Regions

Campaign	Location	Impressions	Clicks
AP IL RDT 2025 Camp 10 Manufacturing		35,241	152
	Chicago IL	2,396	10
	St. Louis, MO	1,245	12
	Cedar Rapids-Waterloo-Iowa City & Dubuque, IA	1	0
	Champaign & Springfield-Decatur, IL	11,545	51
	Peoria-Bloomington, IL	17,483	74
	Davenport, IA-Rock Island-Moline, IL	722	2
	Quincy, IL-Hannibal, MO-Keokuk, IA	1,849	3
AP IL RDT 2025 Camp 11 Emily Perks		131,773	543
	Terre Haute, IN	106	0
	Columbia-Jefferson City, MO	3	0
	St. Louis, MO	86,498	370
	Paducah,KY-Cape Girardeau,MO-Hrsbrg-Mount Vernon	42,708	163
	Evansville, IN	2,458	10
AP IL RDT 2025 Camp 12 S. Espelaed		141,514	663
	Other	47	1
	Chicago IL	141,360	662
	Rockford, IL	10	0
	Milwaukee, WI	88	0
	Madison, WI	8	0
	La Crosse-Eau Claire, WI	1	0
AP IL RDT 2025 Camp 13 J Hall		1,734	4
	Chicago IL	1,734	4



Boost Apprenticeship Illinois' Program Awareness

How to Share a LinkedIn Post



Boost Apprenticeship Illinois' Program Awareness

How to Share a LinkedIn Post





Thank You!

