

ARTS2WORK

BUILDING THE CREATIVE ECONOMY

THE FIRST FEDERALLY-REGISTERED
NATIONAL APPRENTICESHIP PROGRAM
IN
MEDIA ARTS + CREATIVE TECHNOLOGIES

national program sponsor

THE ALLIANCE

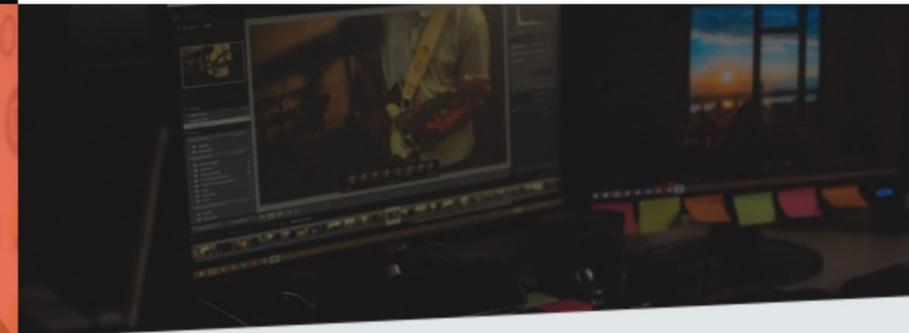
FOR MEDIA ARTS + CULTURE

▶ **A revolutionary blueprint
for the future of work.
A new model of reform
for the digital generation. ▶▶**



**Your Path to a Creative
Career**

BECOME AN APPRENTICE



- **the system** that excludes creative careers from federal/state workforce development investments;
- **the system** that prevents artists of color, low-income workers, women, youth, disabled and veteran's communities from accessing and advancing in media careers;
- **the system** that reserves internships for the privileged who can afford to work for free;
- **the system** that persistently devalues or ignores the creative and economic contributions of artists in



WINNER OF MIT SOLVE CHALLENGE 2021

IMPLEMENTING SOLUTIONS

REIMAGINING PATHWAYS TO EMPLOYMENT IN THE US CHALLENGE

MIT | SOLVE

Career Pathways for Multimedia Producers and Video Editors

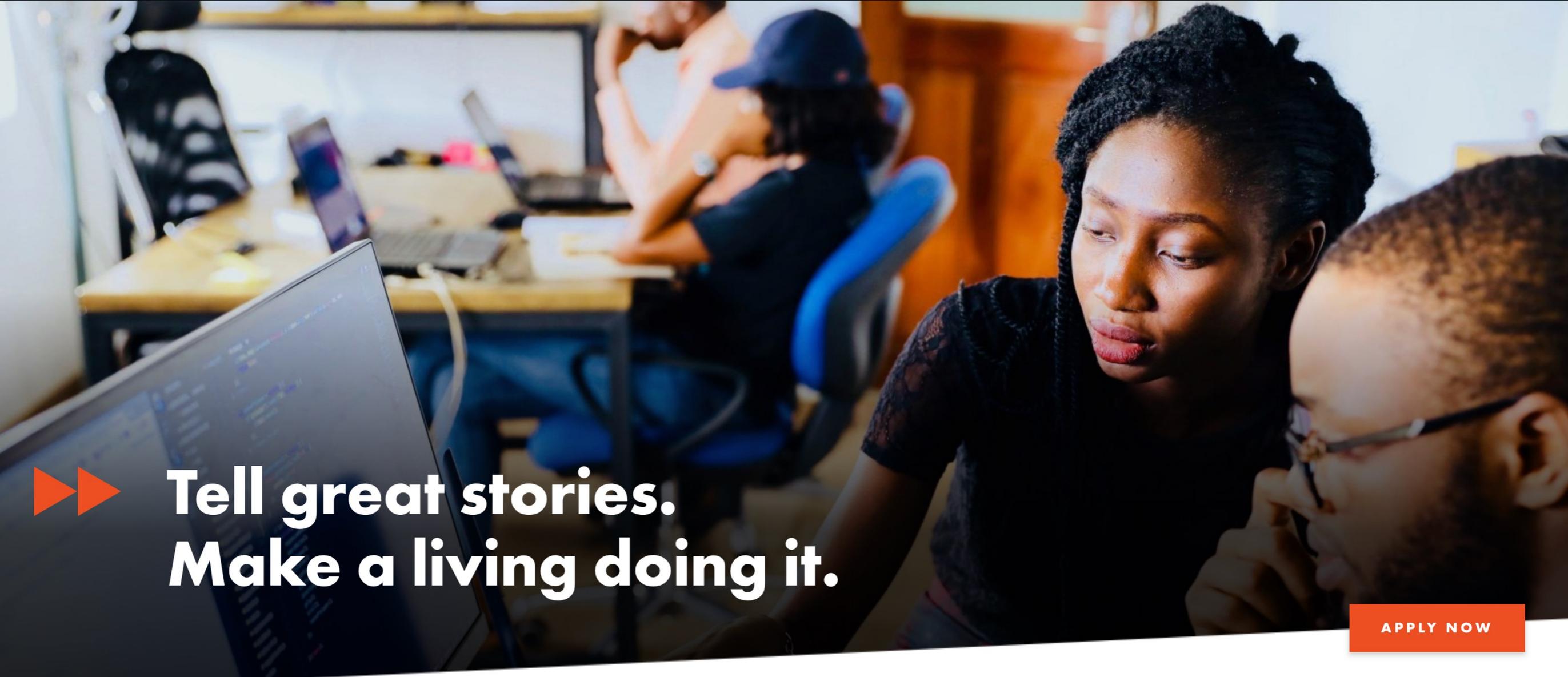
ARTS2WORK
BUILDING THE CREATIVE ECONOMY

BECOME AN ARTS2WORK...

APPRENTICE

EMPLOYER

TRAINING CENTER



▶▶ **Tell great stories.
Make a living doing it.**

APPLY NOW

New Career Pathways Coming Soon:

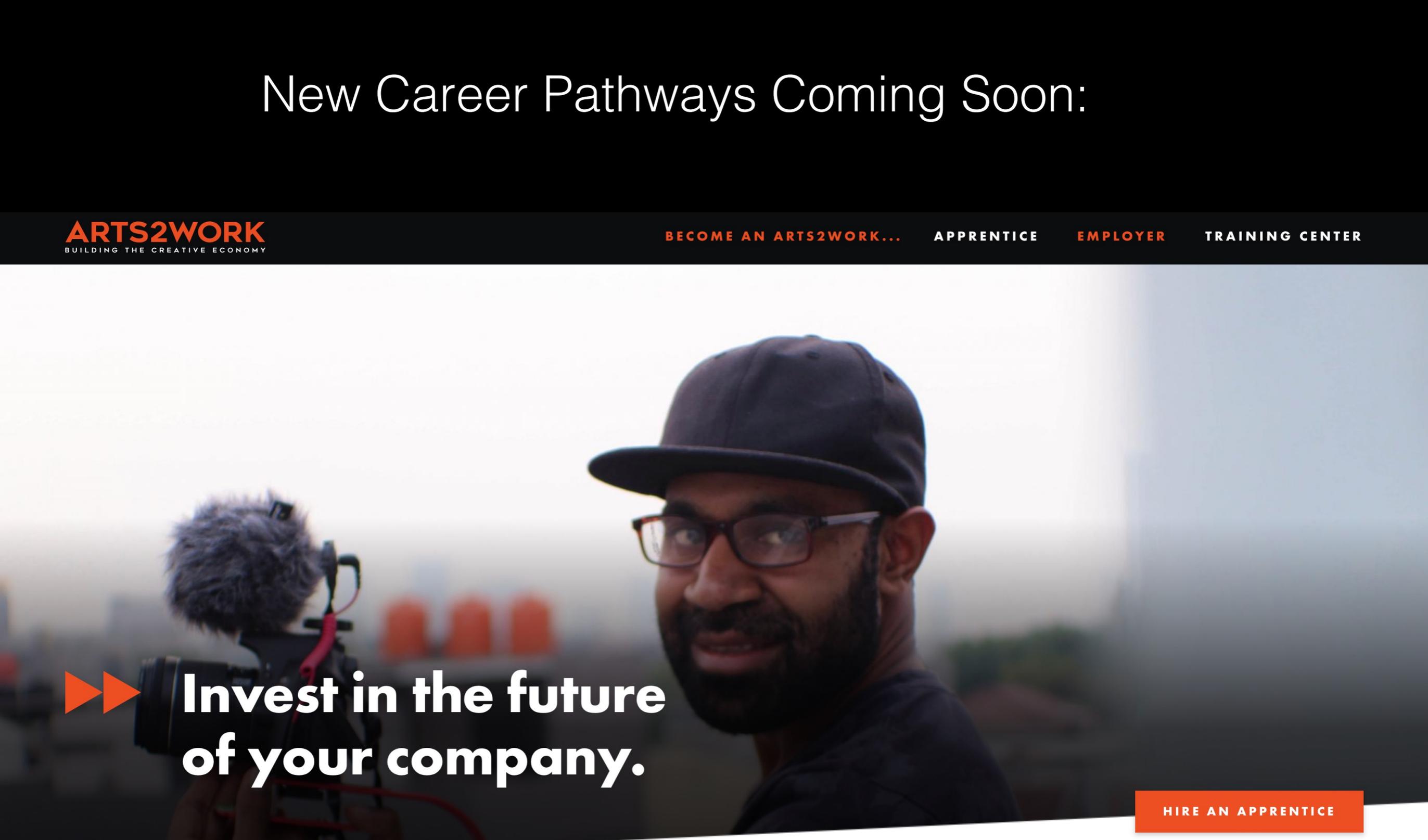
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APPRENTICE

EMPLOYER

TRAINING CENTER



▶▶ **Invest in the future
of your company.**

[HIRE AN APPRENTICE](#)

Graphic Designer, Game Designer, Digital Archivist

New Opportunities for Industry-connected Learning

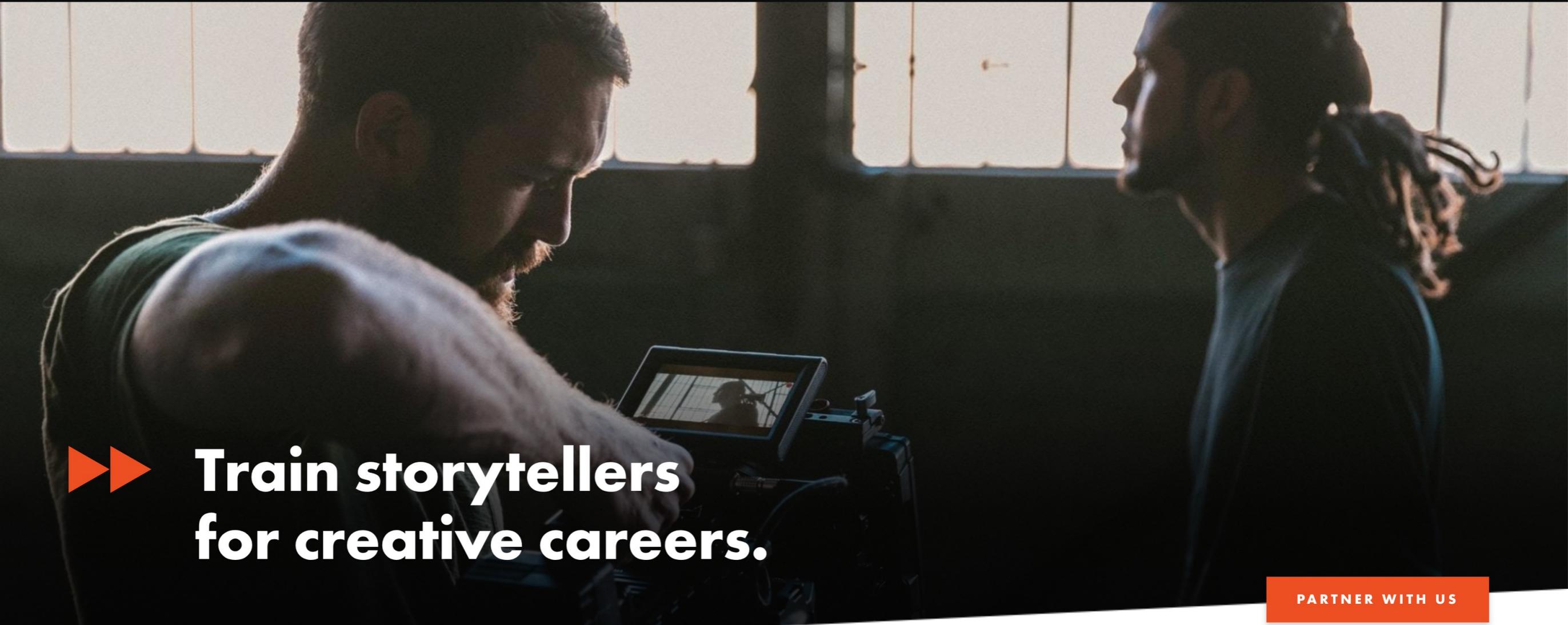
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BECOME AN ARTS2WORK...

APPRENTICE

EMPLOYER

TRAINING CENTER



▶▶ **Train storytellers
for creative careers.**

PARTNER WITH US

ip programs, industry certification, competency-based on-the-job training, mentorship, equity lab

ARTS2WORK

BUILDING THE CREATIVE ECONOMY

- 1. Startup organizations and creative businesses play a key role in creating jobs for artists;*
- 2. Policymakers, planners, and even leaders in the arts are not aware of the role of the arts and cultural sector as an economic engine;*
- 3. Media arts have traditionally been excluded from workforce development programs;*
- 4. Artist and arts organizations cannot increase their investment in workforce development because they rely on unsustainable and limited funding;*
- 5. Arts organizations are critical to community resilience and revitalization;*
- 6. Unlike other industries with robust workforce development support, there is a lack of infrastructure to support creative entrepreneurs and arts organizations;*
- 7. Public-private partnerships are key to successfully supporting the creative economy;*
- 8. Public funding solutions do exist... and they work.*



Arts2Work national apprenticeship program

Artists and Creative Producers are innovators and economic engines of our country — they should be able to benefit from a set of professional training and on-the-job learning opportunities like those available to their counterparts in health, science, technology, business and the trades. Because of Arts2Work, now they can.

Benefits.

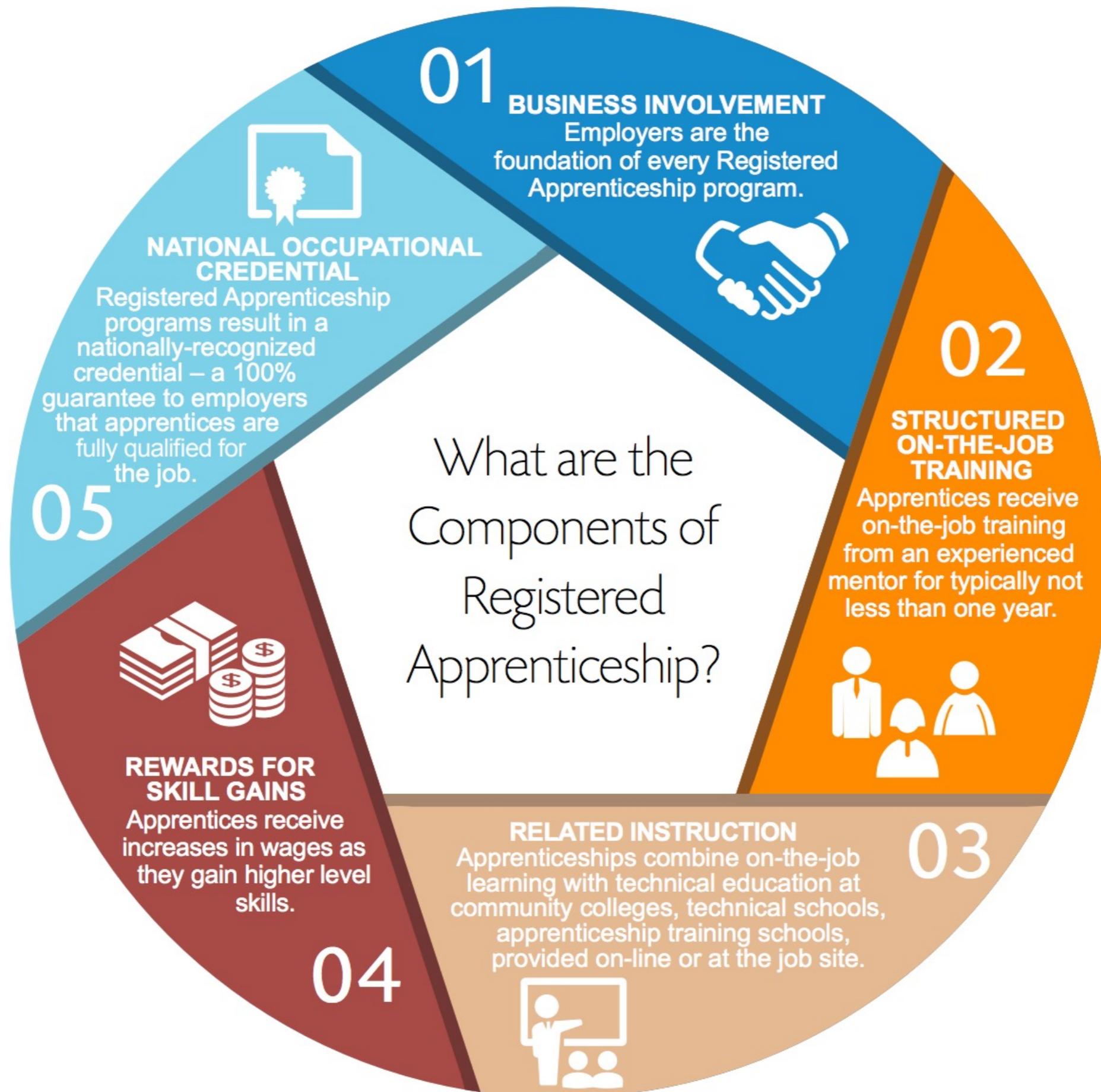
Benefits for Business...

- Highly-skilled employees
- Reduced turnover costs
- Higher productivity
- More diverse workforce

Benefits for Workers...

- Increased skills
- Higher wages
- National credential
- Career advancement

Components



7 Problems Arts2Work Apprenticeships Can Solve...

1. **Filling** the critical skills gap in digital media and emerging technologies
2. **Advancing** STEM to STEAM pipeline with innovative, non-traditional apprenticeships
3. **Prioritizing** diversity and equity in the apprentice pool and creative workforce with special outreach to low-income workers, women, artists of color, youth, veterans and disabled communities.
4. **Expanding** candidate and job readiness beyond entry level
5. **Improving** ROI for employer-based training and providing subsidies to defray on-the-job learning costs
6. **Creating** industry standards for employees and employers with qualifications, skills assessments, and peer reviews
7. **Providing** an alternative to the culture of the “disposable intern” and repairing a broken system that marginalizes diverse voices

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contact Executive Director Wendy Levy
wendy@thealliance.media