

MICHIGAN TALENT
INVESTMENT AGENCY

APPRENTICESHIP

SURVEY FINDINGS
NOVEMBER 2017



RESEARCH GOALS

- Gain understanding of current perceptions of apprenticeships among students and parents
- Understand perceived strengths and weaknesses of apprenticeships versus college and other postsecondary pathways
- Gauge credibility and influence of various sources of information about postsecondary options

RESEARCH METHODOLOGY

- Online statewide survey
- 400 student responses
 - High schoolers n=197
 - Young adults n=203
- 600 parent responses
- Sample was balanced to closely reflect Michigan's race/ethnicity, gender and geography makeup
- Fielded Aug. 24, 2017-Sept. 7, 2017

RESEARCH METHODOLOGY

- **High Schoolers** - respondents who last completed 8th-11th grade
- **Young Adults** - respondents age 18-30 who do not have a career, are considering changing careers or are in school but do not know what they want to do yet
- **Parents** - respondents with children whose most recent educational experience was elementary school, middle school, high school or community college

Knowledge of Apprenticeships

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- **Students ages 14-30 are significantly more knowledgeable about the options of community colleges and four-year universities than apprenticeships.**

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- **Knowledge levels for apprenticeships is similar to vocational training for prospective apprentices.**

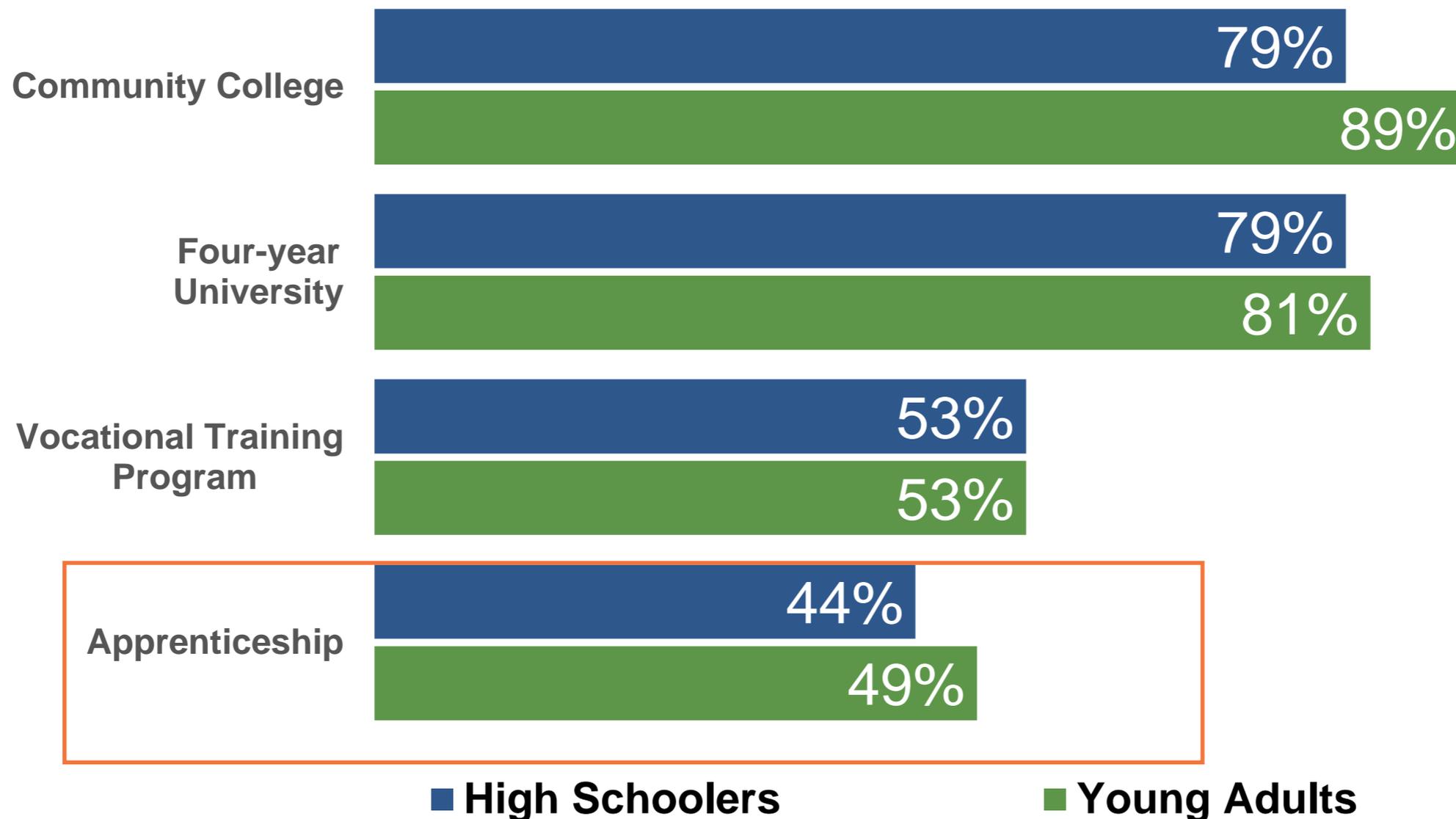
KNOWLEDGE ABOUT APPRENTICESHIPS

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- Students ages 14-30 are significantly more knowledgeable about the options of community colleges and four-year universities than apprenticeships.
- Knowledge levels for apprenticeships is similar to vocational training for prospective apprentices.
- Young adult men are the most knowledgeable about apprenticeships.

KNOWLEDGE ABOUT APPRENTICESHIPS

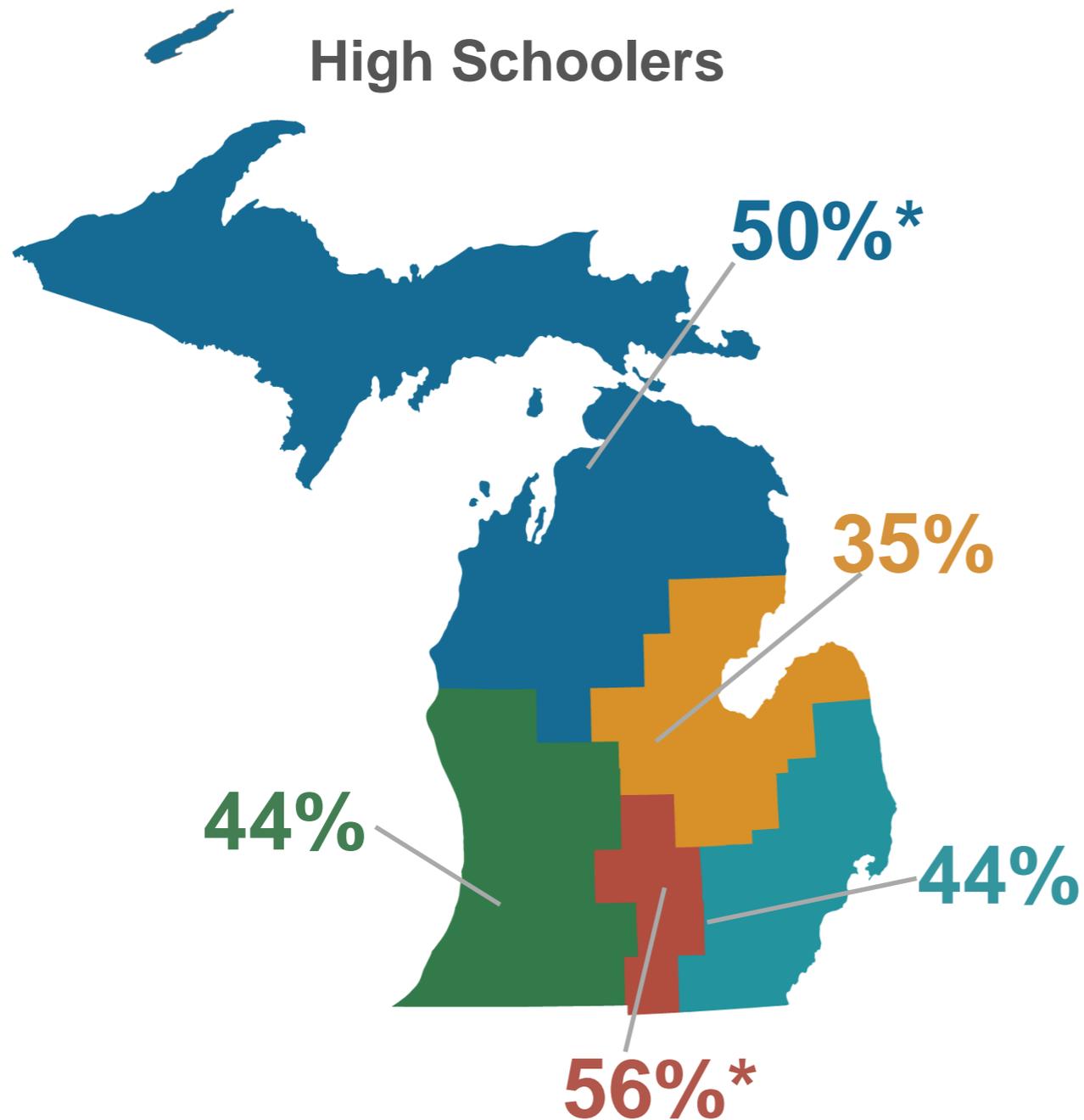
- Fewer than half of high schoolers and young adults consider themselves to be at least “somewhat knowledgeable” about apprenticeships.

At Least “Somewhat Knowledgeable” About...



KNOWLEDGE ABOUT APPRENTICESHIPS

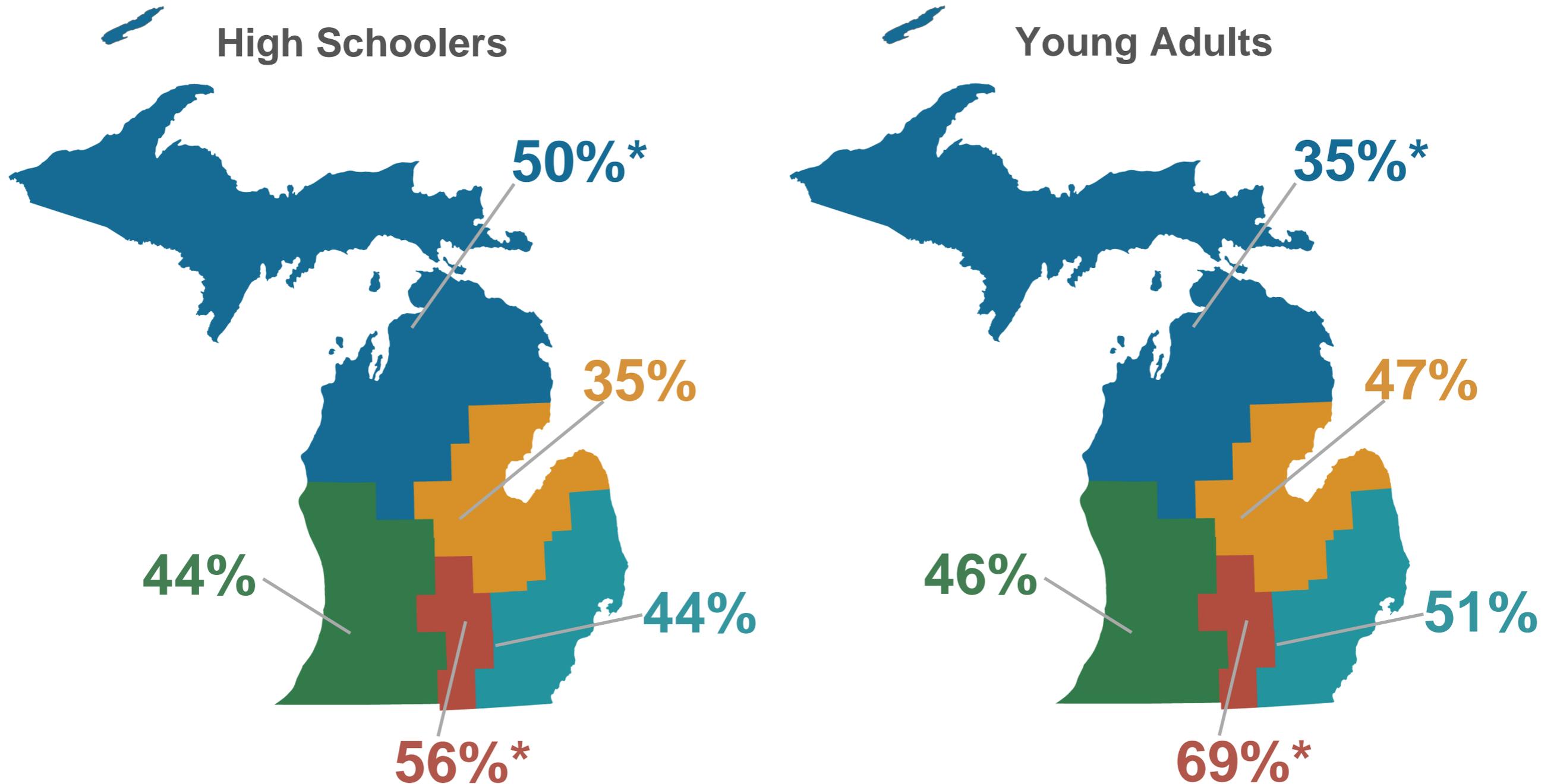
- Students in Southeast and West Michigan are similar while knowledge in other regions of the state is highly variable.



*Small sample size, data likely not representative of population

KNOWLEDGE ABOUT APPRENTICESHIPS

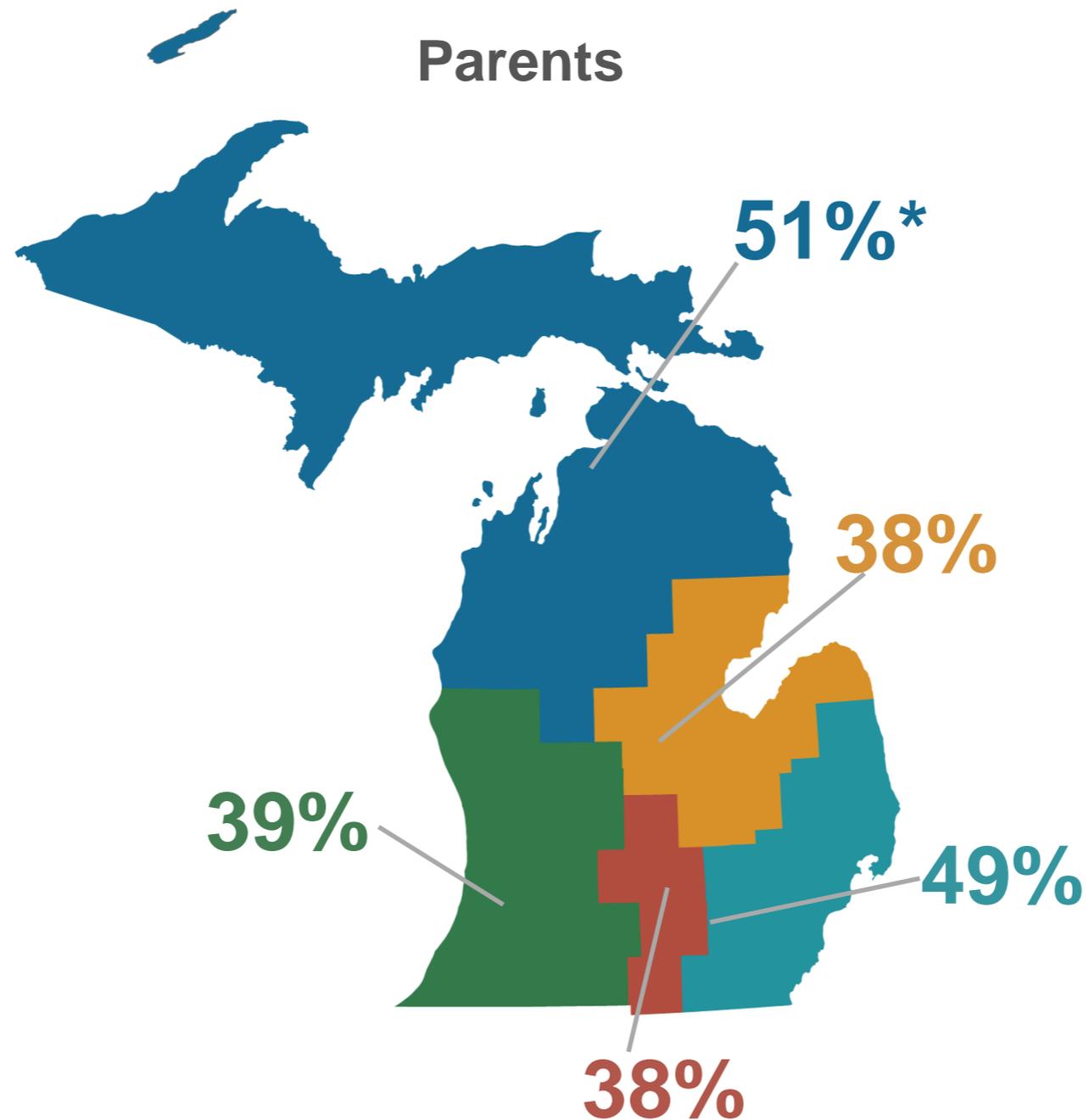
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KNOWLEDGE ABOUT APPRENTICESHIPS

- Unlike students, parents in Southeast Michigan consider themselves more knowledgeable about apprenticeships than those in other regions of the state.

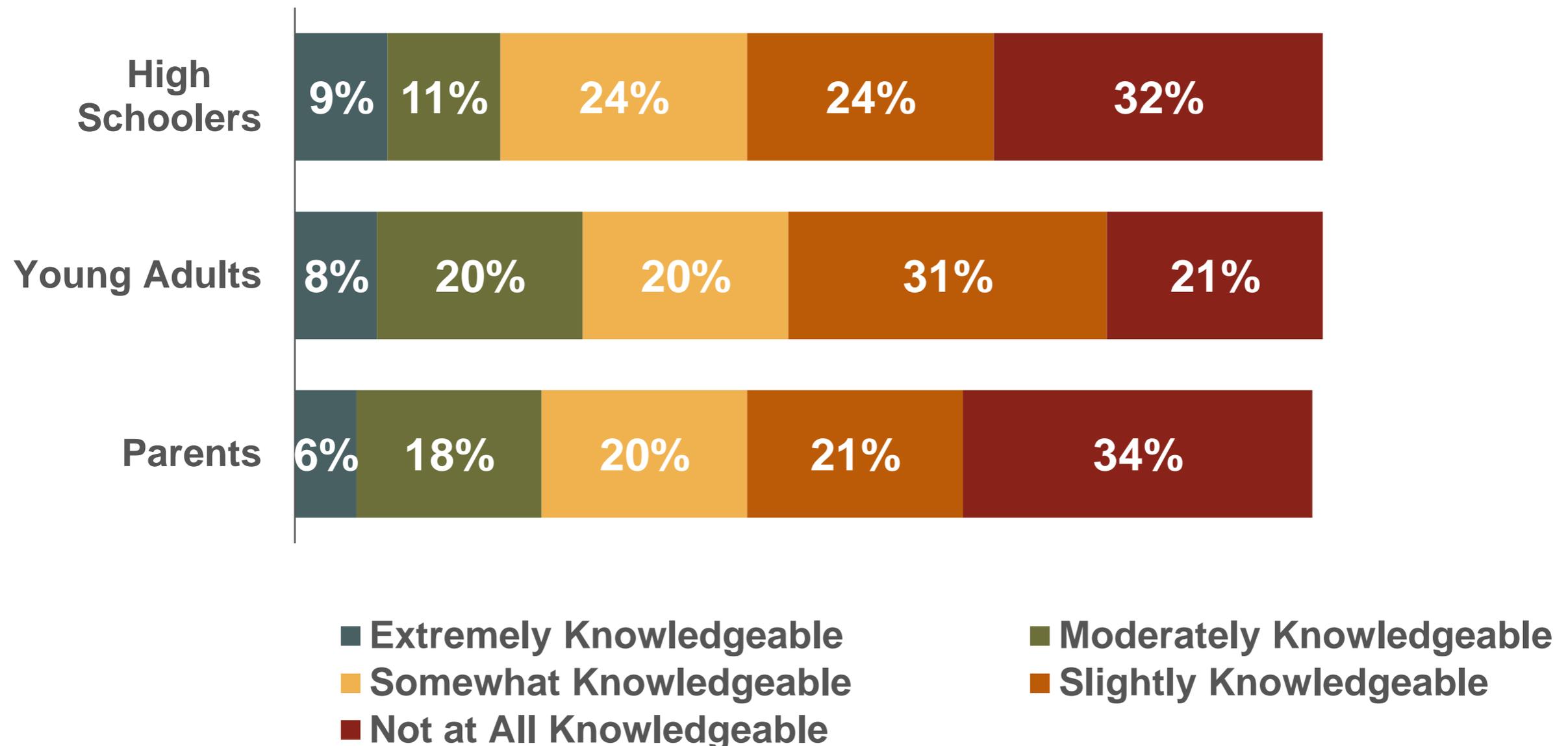


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KNOWLEDGE ABOUT APPRENTICESHIPS

- Knowledge levels are similar for 14- to 30-year-olds and parents.

Knowledgeable About Apprenticeships



CURRENT KNOWLEDGE ABOUT APPRENTICESHIPS

STUDENTS: What do you know about apprenticeships?

“Nothing really at all just that you work under someone to learn a trade”

“You can learn and be employed at the same time.”

“Honestly the only kinds of apprenticeships I have heard of in Michigan are on farms and in tattoo parlors.”

“You don't get paid but you get hands on skills”

“Great opportunities to learn skills needed and jobs are plentiful”

“just that most of them are offered thru the trade unions”

“You work in a field that you are interested in, basically as a helper, while learning about the job, but it is usually as an unpaid position”

“Not much just that they are on the job training in lieu of a college education”

CURRENT KNOWLEDGE ABOUT APPRENTICESHIPS

PARENTS: What do you know about apprenticeships?

“They usually involve more of a manual labor. Generally very hands on. Its working under a master for a set amount of years and taking test to graduate to a higher level. Often times it results in union labor.”

“There are many options through vocational schools in and around Michigan.”

“The kids do the dirty work for free”

“That there aren't many and most are in things like electrical work.”

“that they are reliable and lead to good job oppourtunities.”

“They are offered for certain types of jobs. Mostly male dominated fields to which my daughters would not be interested.”

“Not enough are people are going into apprenticeship programs due to lack of programs and interests.”

Consideration of Apprenticeships

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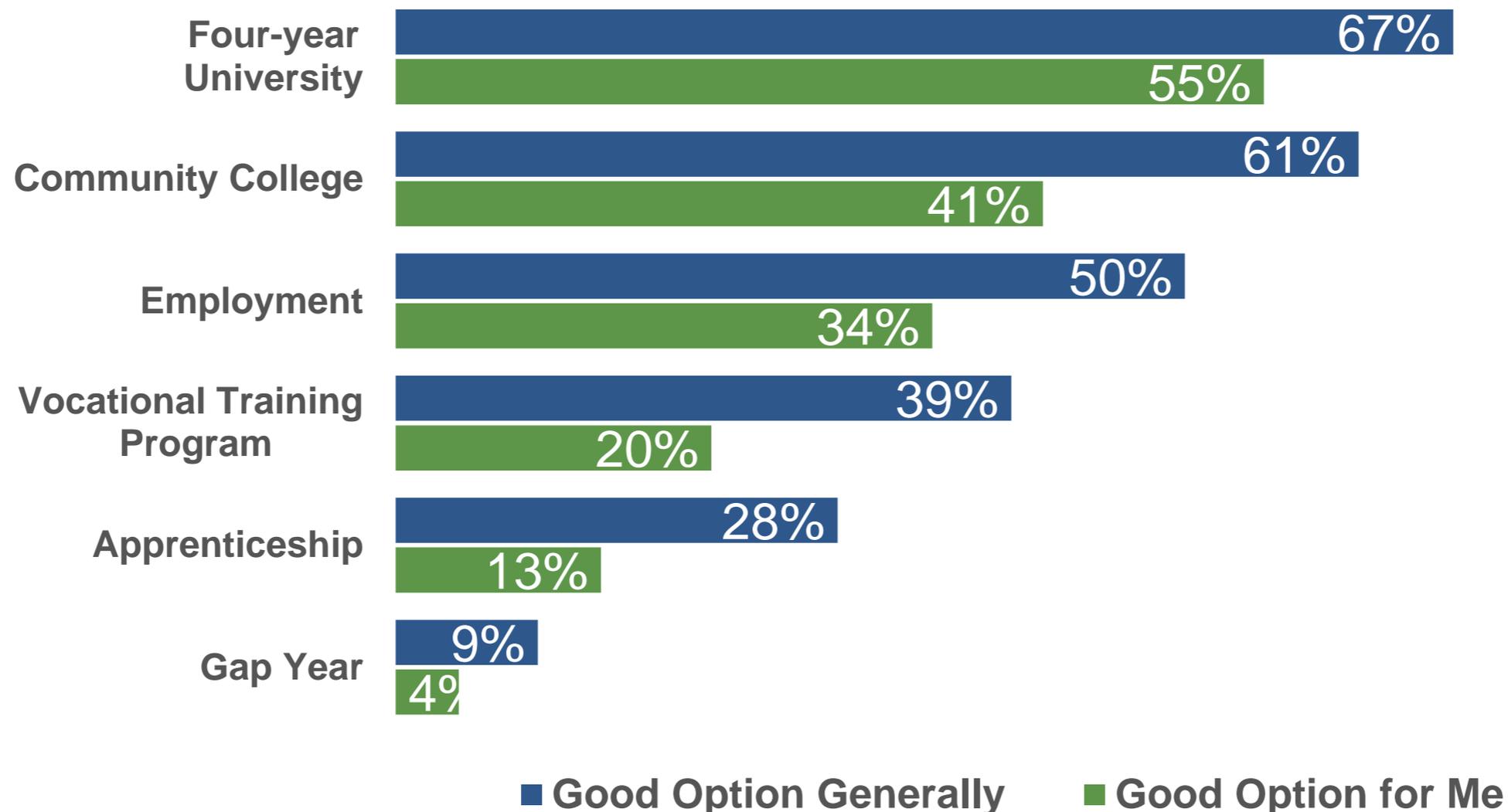
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- **Young adults without careers are twice as likely to consider going back to school than entering an apprenticeship.**

GOOD OPTION FOLLOWING HIGH SCHOOL

- Most high school students **do not view apprenticeships as a good post-high school option.** Even fewer view apprenticeships as a good option for themselves.

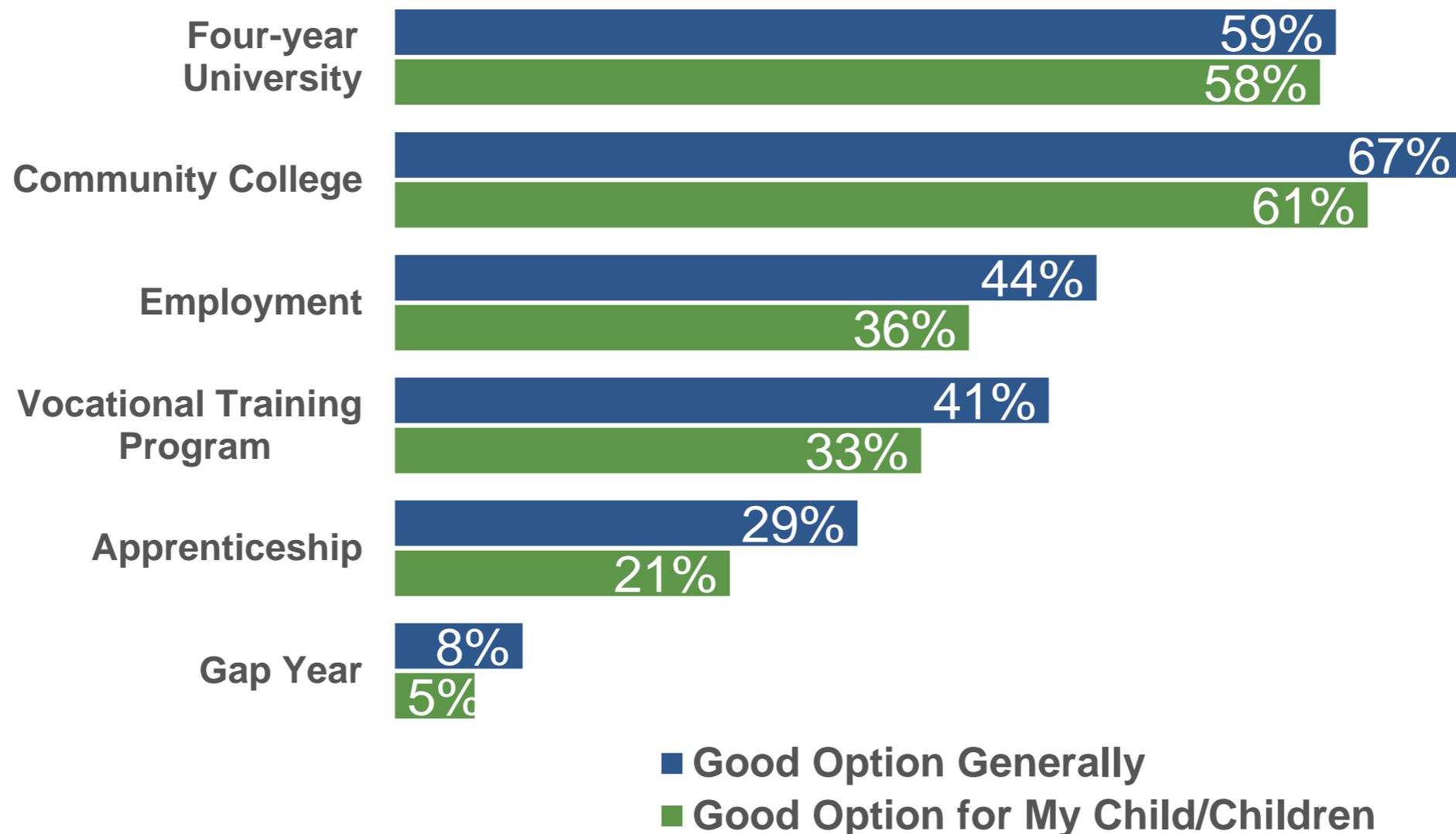
High Schoolers Good Options for Students Following High School



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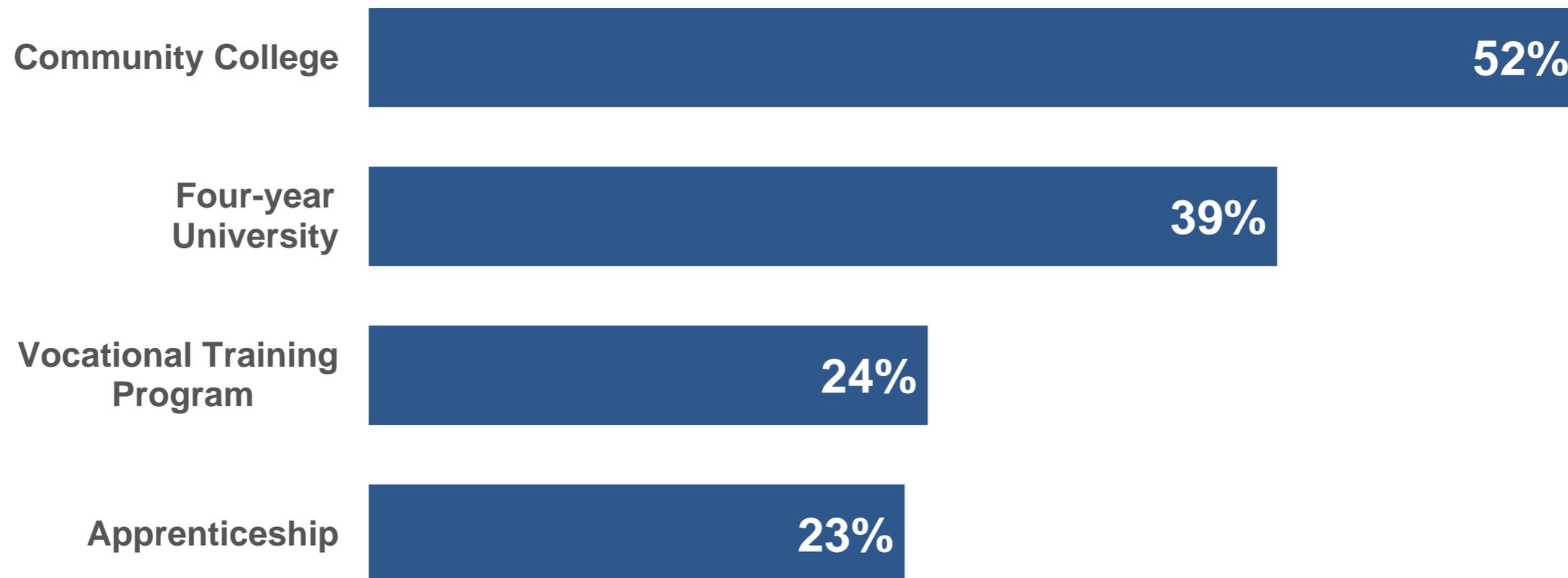
Parents Good Options for Students Following High School



LIKELIHOOD TO PARTICIPATE

- Young adults **are most likely to attend a community college in the next two years** rather than attend a four-year university or training program.

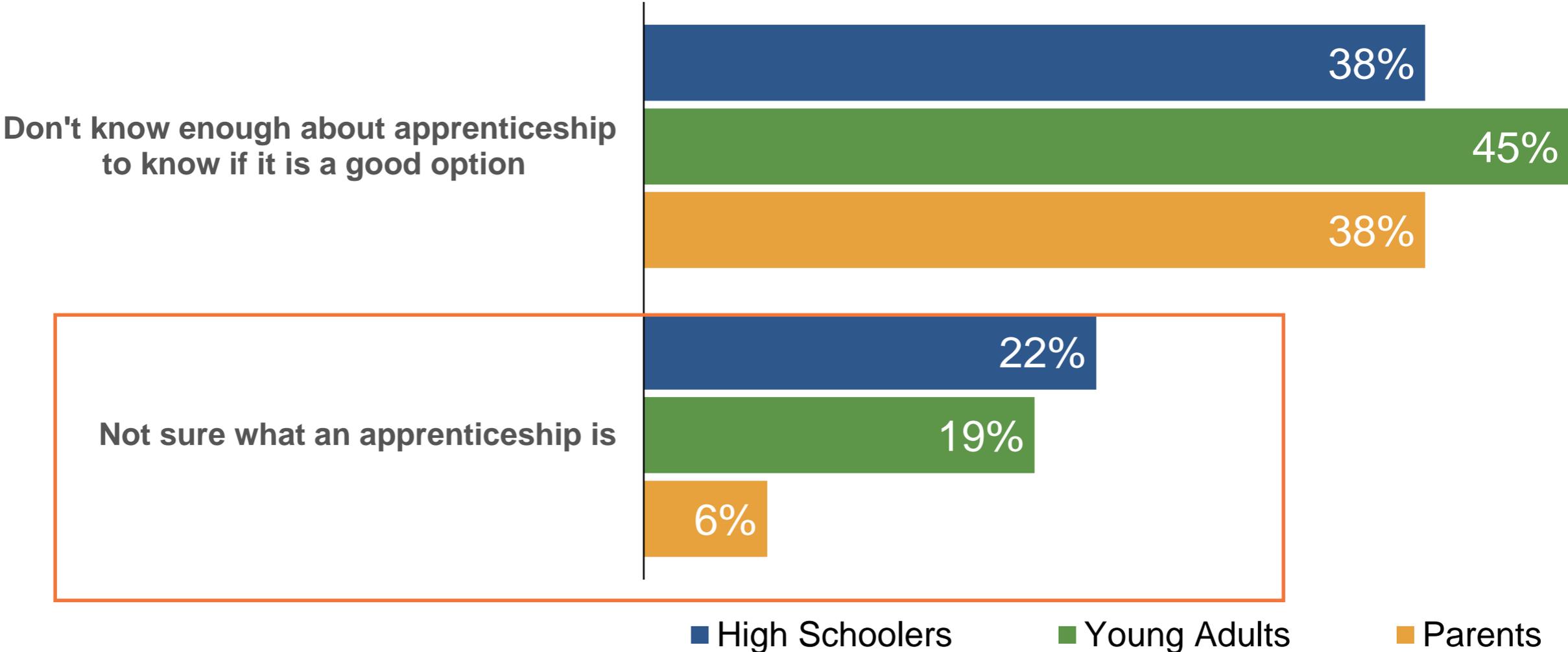
Young Adults Likelihood to Participate in the Next Two Years



REASONS FOR NOT CONSIDERING APPRENTICESHIPS

- **Low awareness and limited knowledge** are the key factors keeping apprenticeships from being viewed as a “good option.”
- High schoolers and young adults are **more than 3x as likely to say they’re not sure what an apprenticeship is** compared with parents.

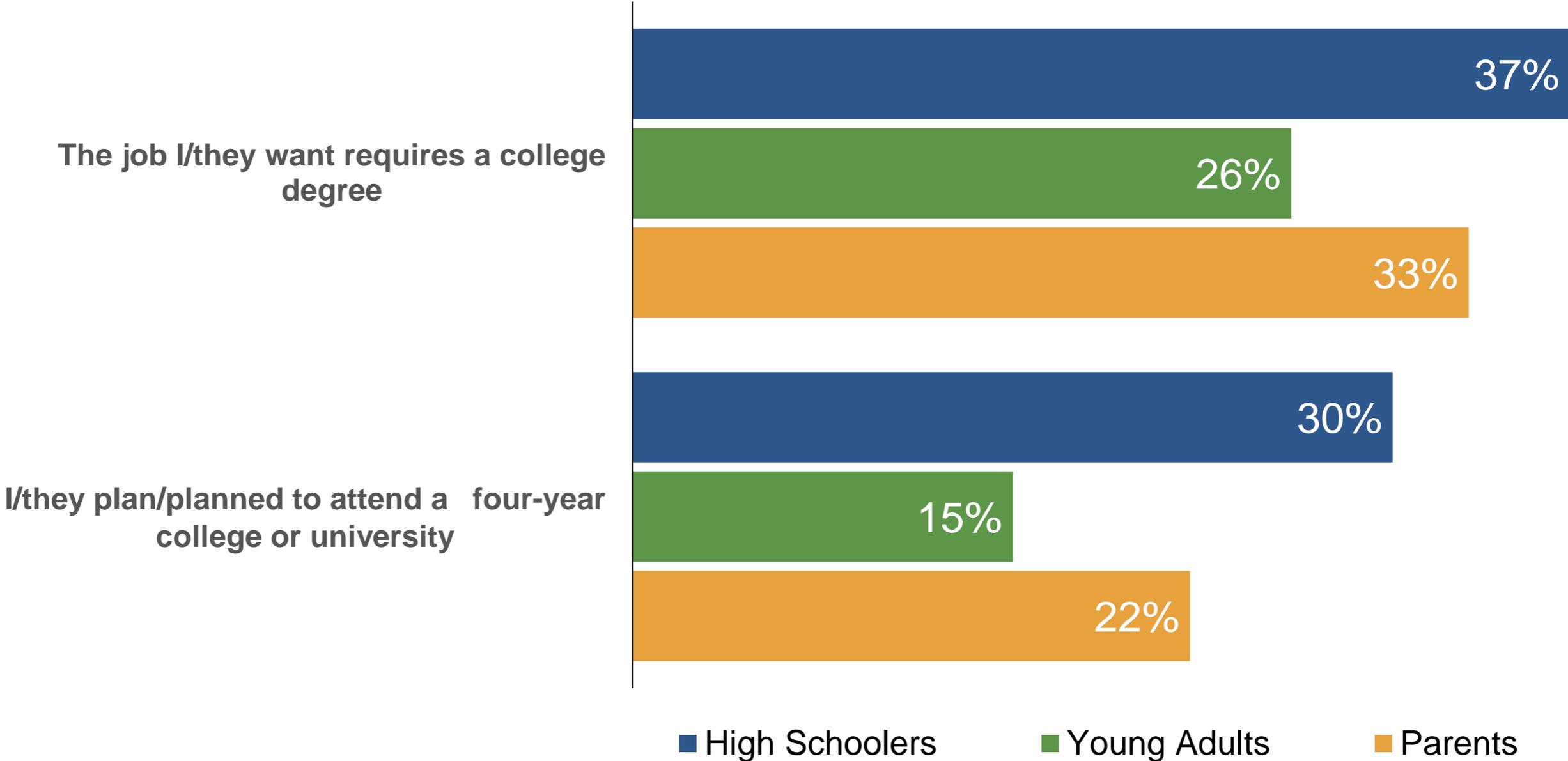
Reason For Not Selecting Apprenticeship As A Good Option



REASONS FOR NOT CONSIDERING APPRENTICESHIPS

- High schoolers and parents are most likely to not consider an apprenticeship because they/their child are on a college pathway.

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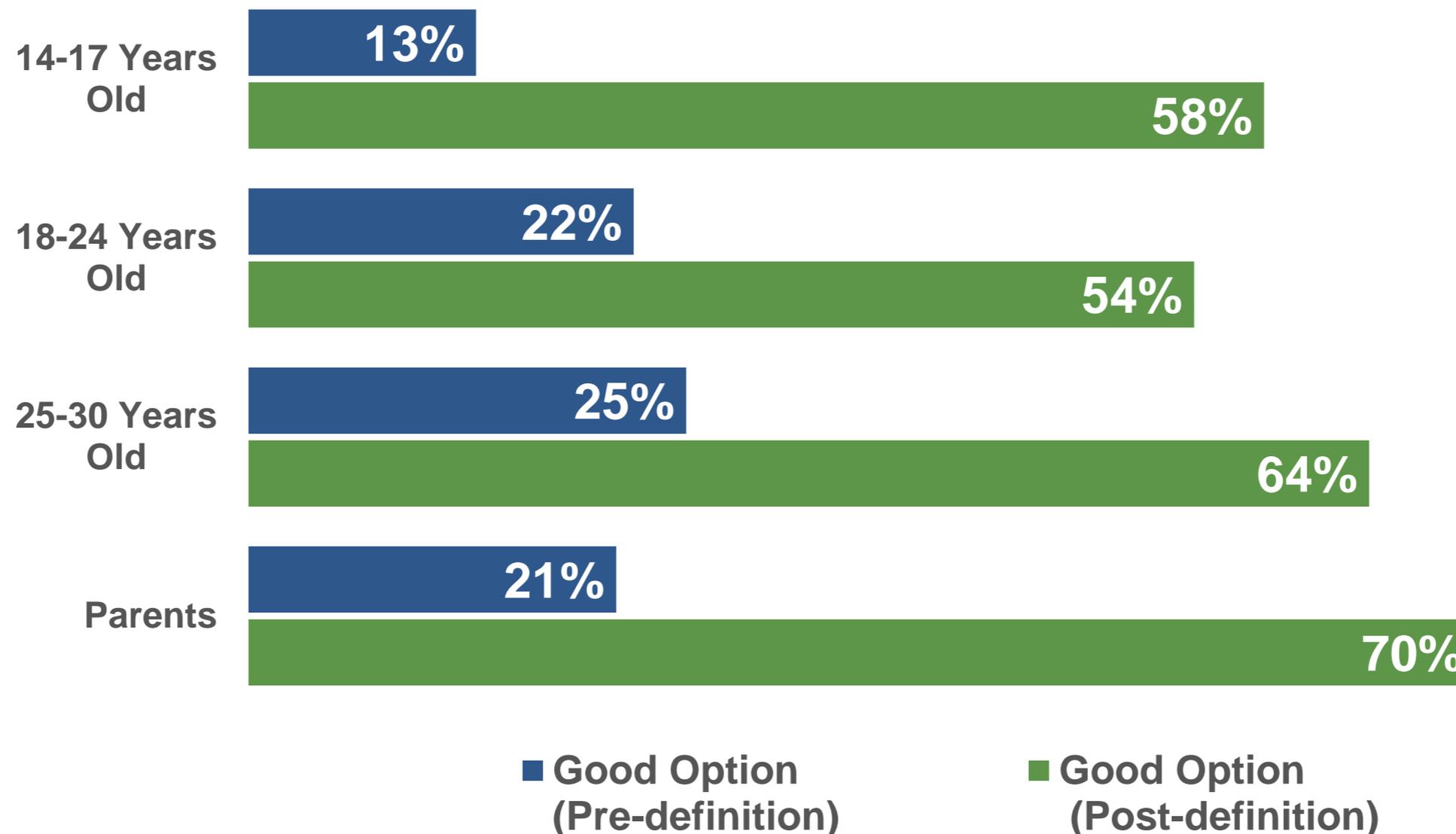
DEFINITION OF APPRENTICESHIP

An apprenticeship is a combination of on-the-job training with a mentor currently working in the field and classroom learning. Apprentices are paid during their training and typically earn a certification or credential at the completion of their apprenticeship program.

INFORMATION INCREASES CONSIDERATION

- A definition of apprenticeship more than doubles consideration of apprenticeships as a good option for all age brackets.

Consideration of Apprenticeships as a “Good Option” for Self: Pre/Post-Definition of Apprenticeship



INFORMATION INCREASES CONSIDERATION

Students are more likely to consider apprenticeships when they:

- Live in urban areas
- Live in households making less than \$75K
- Are 25-30 years old

Parents who view apprenticeships as a good option:

- Live in urban or rural areas
- Make less than \$100K

College

COLLEGE

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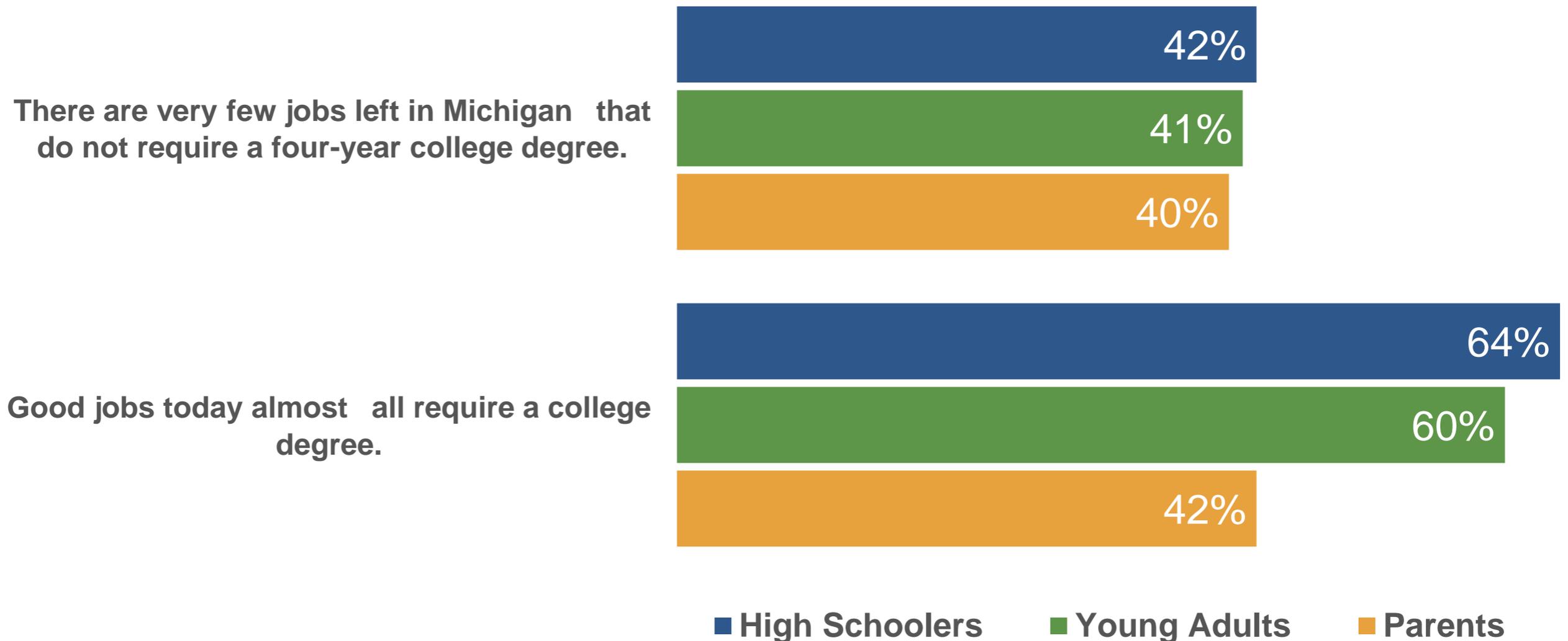
COLLEGE

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- **High schoolers and parents are most committed to the belief that college is the best and only answer for a successful life.**
- **Everyone is worried about the costs of college.**
- **Parents believe they are discussing non-college options with their kids, but students do not think they’ve been given other options.**

COLLEGE

- All respondents believe there are jobs that do not require a college degree in Michigan, but those jobs may not be considered “good.”
- The idea that a “**good job**” requires a college degree is pervasive for 14- to 30-year-olds.

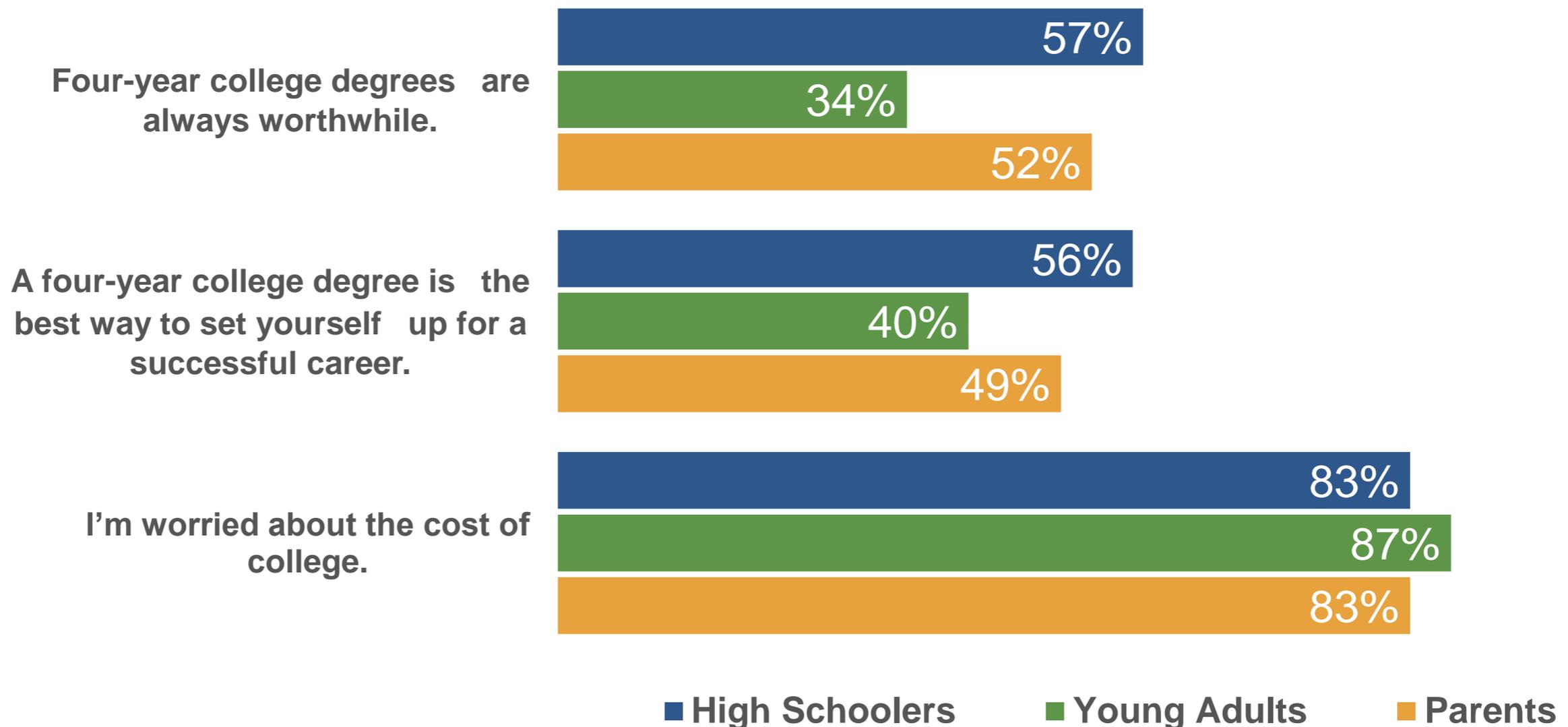
Agreement



COLLEGE

- **Young adults are most skeptical** about the value and worthwhileness of four-year college degrees.
- Most **high schoolers and parents believe that four-year college degrees are the best option** and always worthwhile.

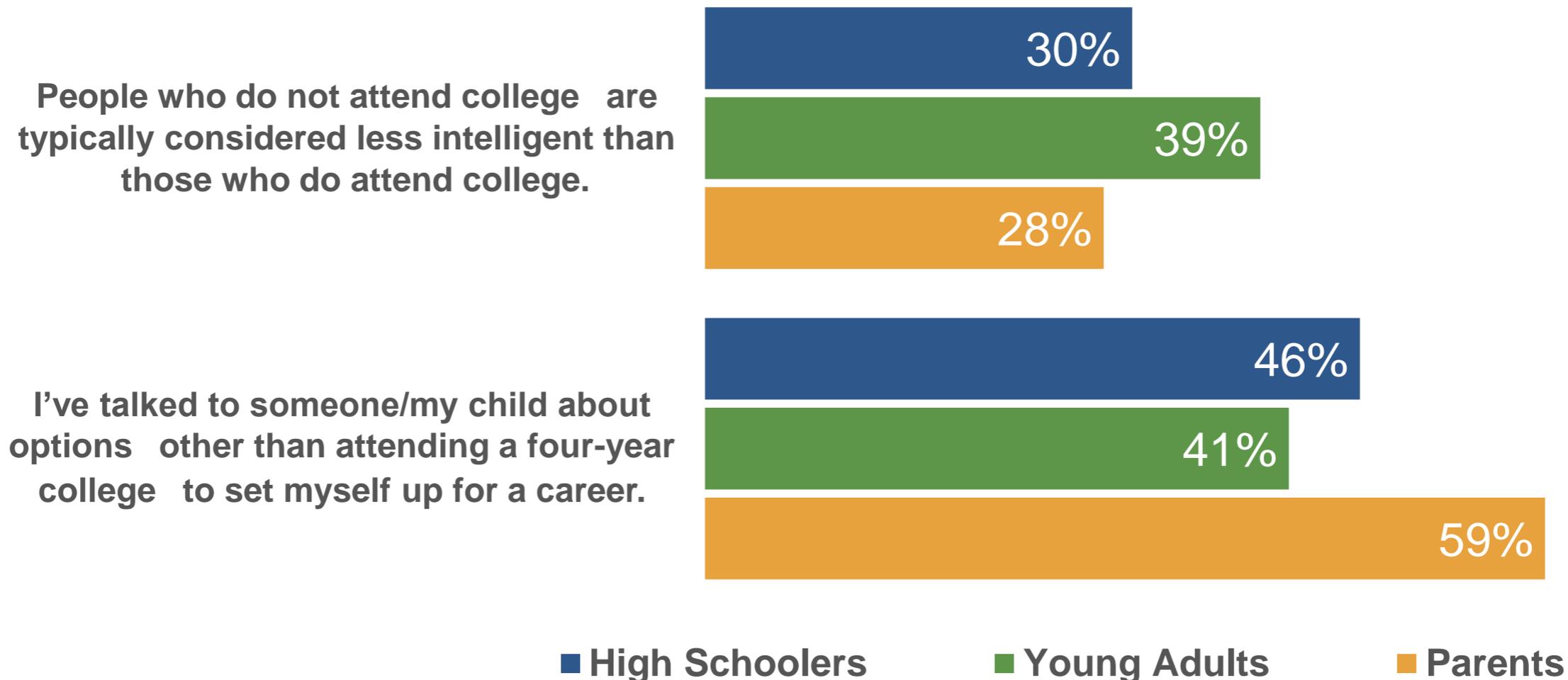
Agreement



APPRENTICESHIPS

- Parents are far more likely to say they've talked to their children about options other than four-year college than children are to say someone talked to them about non-college options.
- Young adults are most likely to have a perception that college attendance is tied to intelligence.

Agreement



Apprenticeships

APPRENTICESHIPS

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- **Few people agreed that apprenticeships are low-paying or dirty jobs.**

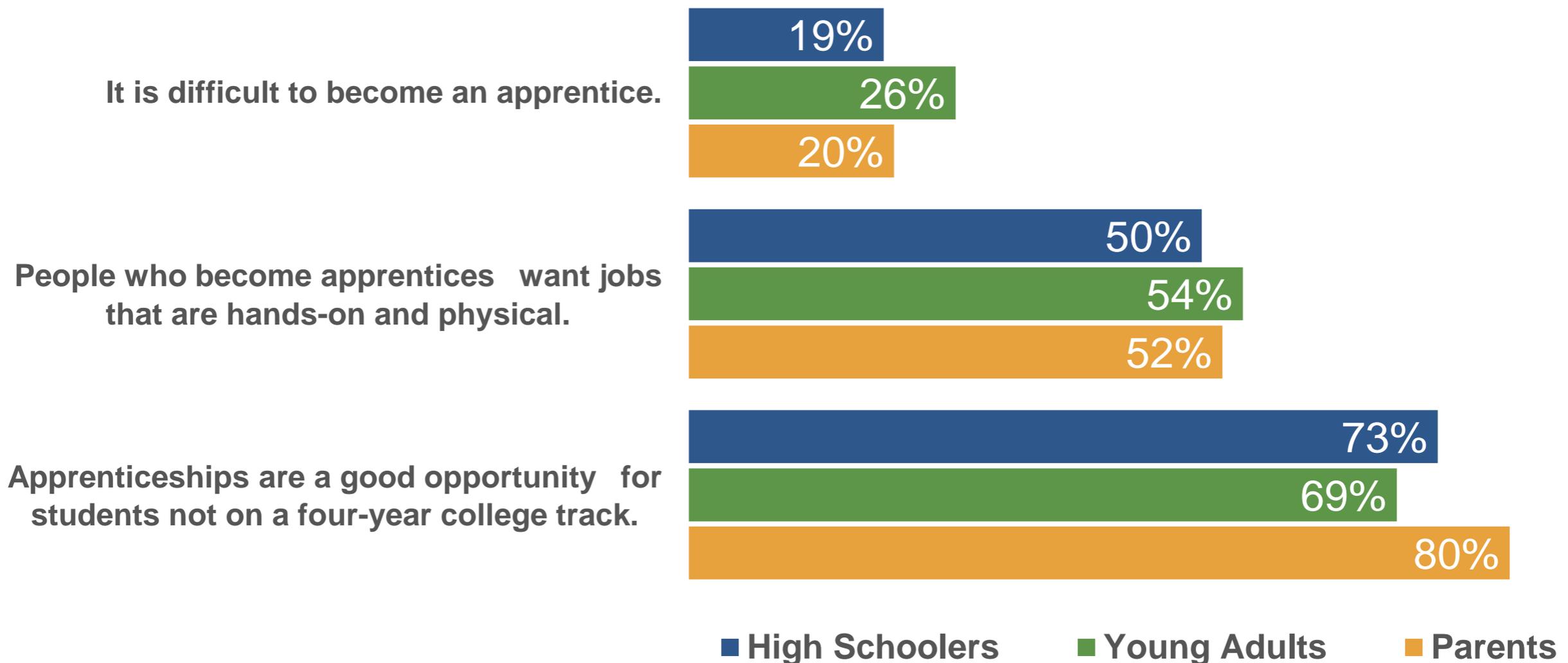
APPRENTICESHIPS

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- **A majority believe apprenticeships are available in construction trades and manufacturing. All other industries are uncertain.**
- **Few people agreed that apprenticeships are low-paying or dirty jobs.**
- **Hourly wage, paid training and quick certification are the most important benefits of apprenticeships for students and parents.**

APPRENTICESHIPS

- About half of people view apprenticeships as hands-on and physical.
- Apprenticeships are generally viewed as an “other option” for those who are not on a four-year college track.

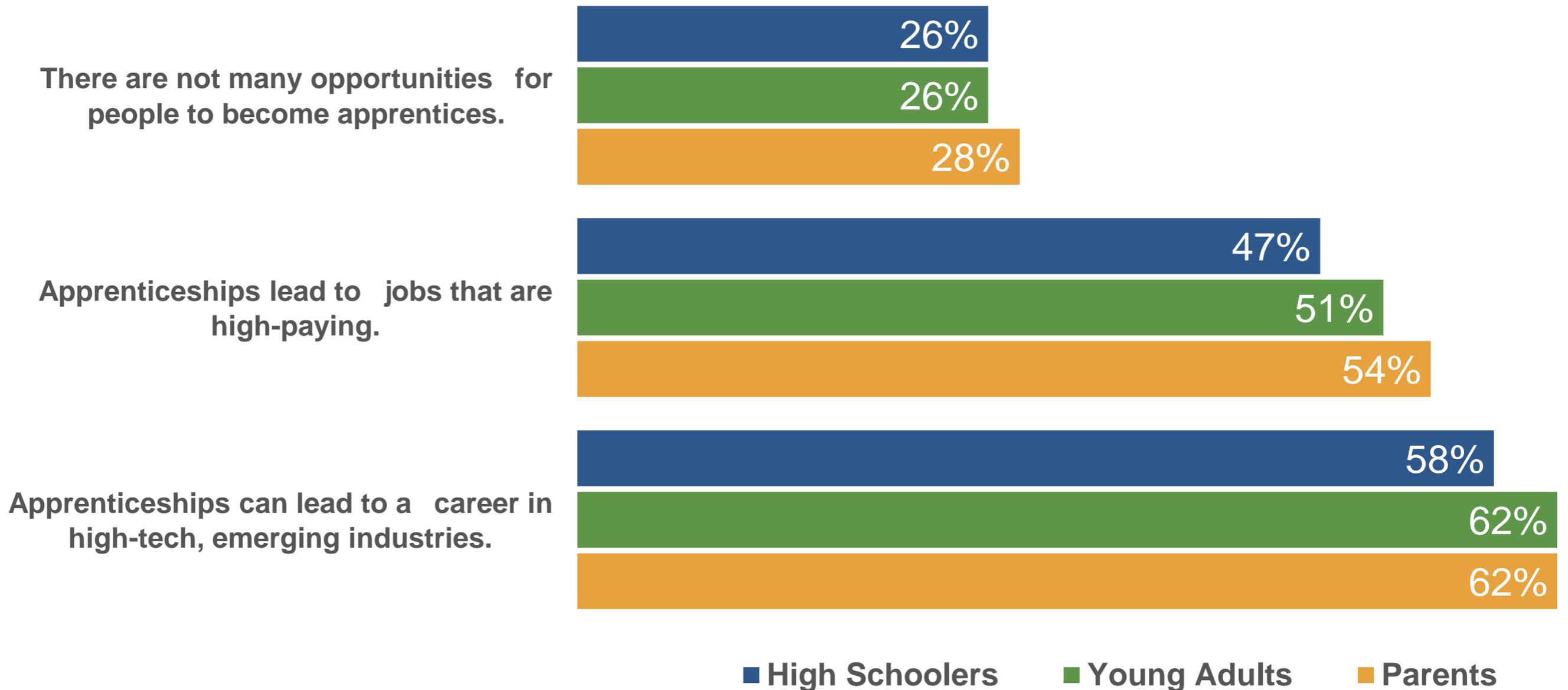
Agreement



APPRENTICESHIPS

- Respondents are willing to believe that apprenticeships can lead to high-paying jobs and high-tech industries.

Agreement



KNOWLEDGE OF APPRENTICESHIPS

- Construction trades and manufacturing are the **only industries** that a **majority or close to a majority** of high schoolers, young adults and parents are sure offer apprenticeships.



Construction
Trades

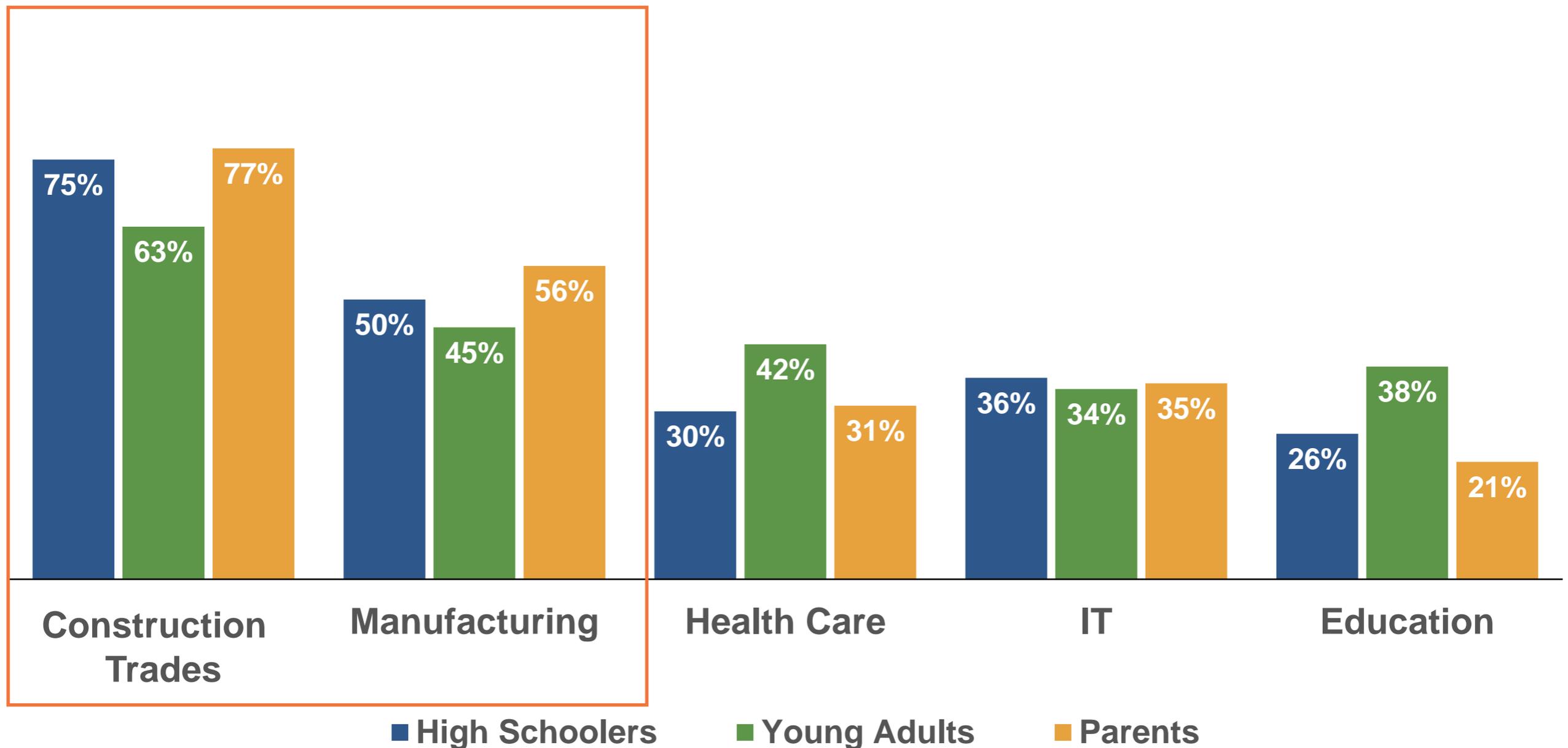


Manufacturing

APPRENTICESHIPS

- Young adults are more likely than high schoolers or parents to believe an industry offers apprenticeships.

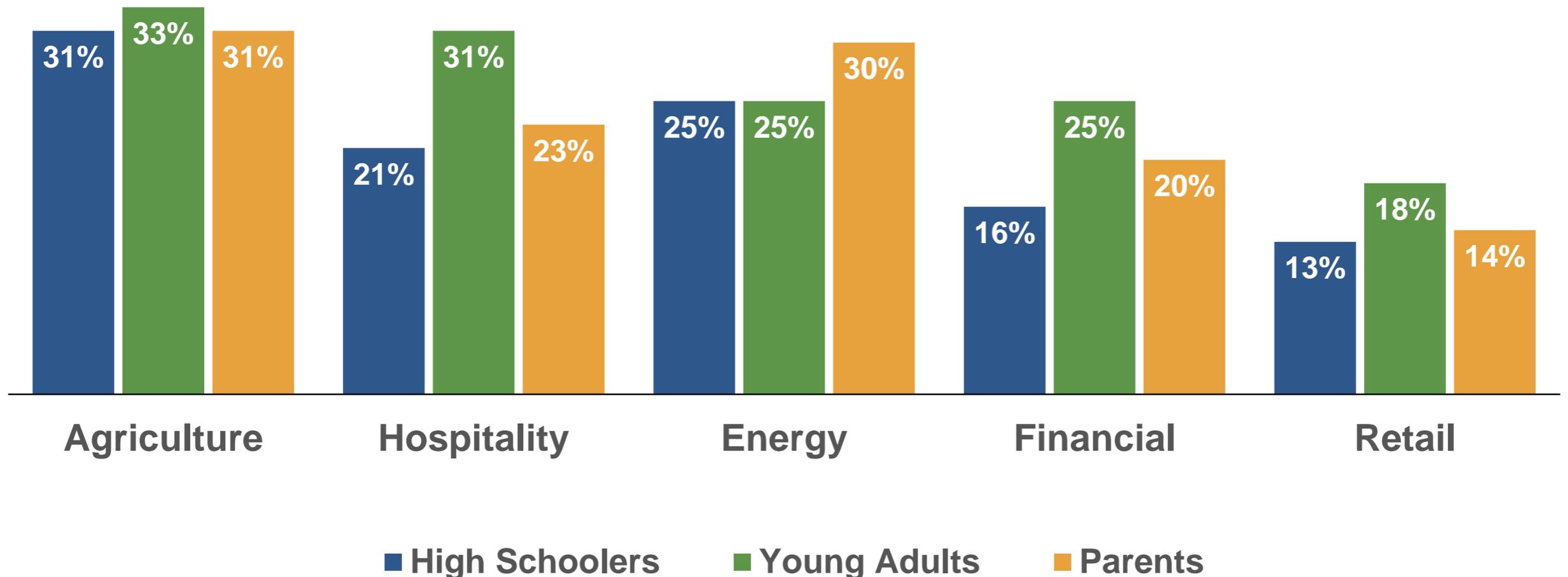
Industries Offering Apprenticeships



APPRENTICESHIPS

- A third or fewer respondents believe that industries such as finance, hospitality and agriculture offer apprenticeships.

Industries Offering Apprenticeships



PERCEPTIONS OF APPRENTICESHIPS

- A majority of high schoolers, young adults and parents all view an apprenticeship as a:

Rewarding Job

61-68%

Reliable Job

59-68%

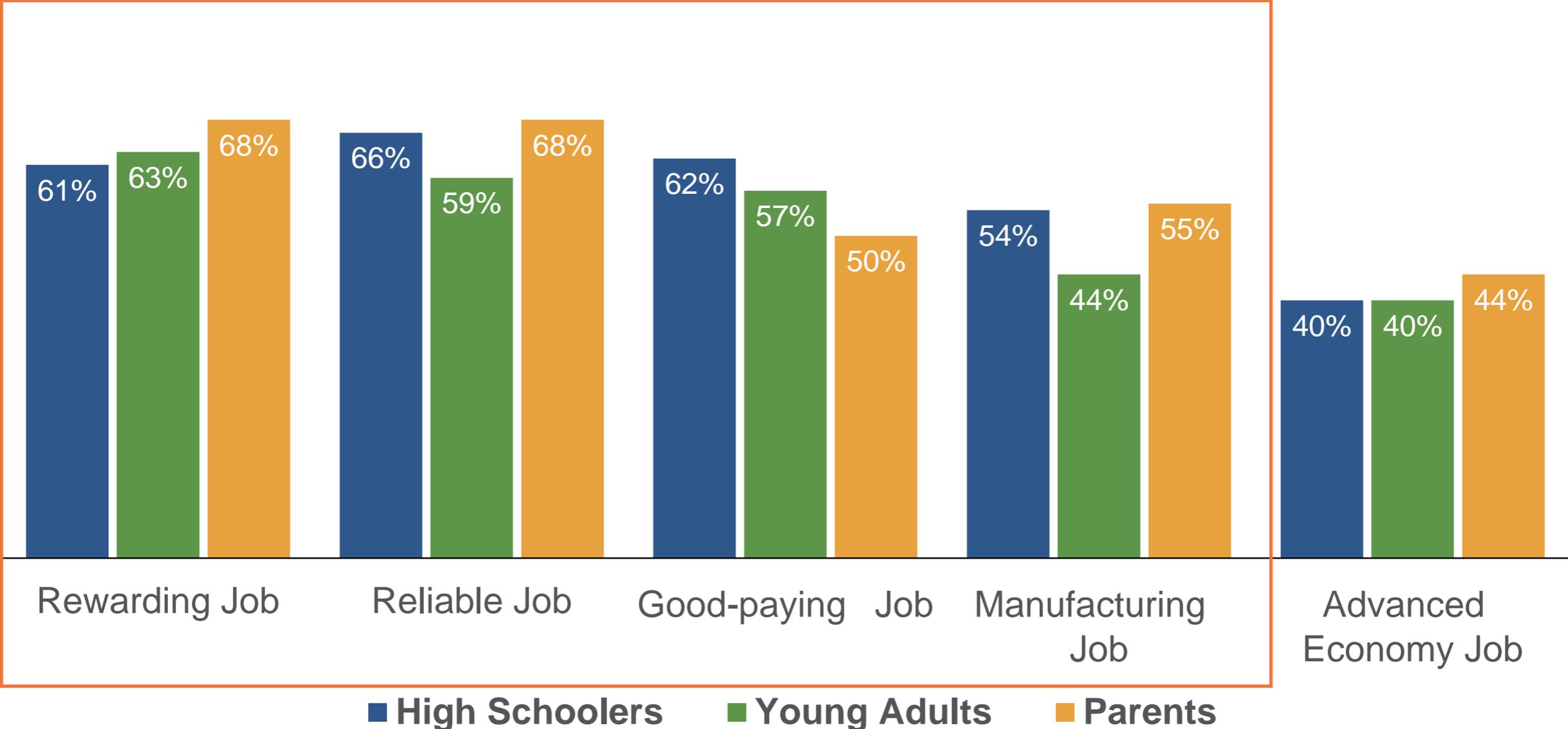
Good-paying Job

50-62%

PERCEPTIONS OF APPRENTICESHIPS

- Young adults are less likely to tie apprenticeships to manufacturing jobs than high schoolers and parents.

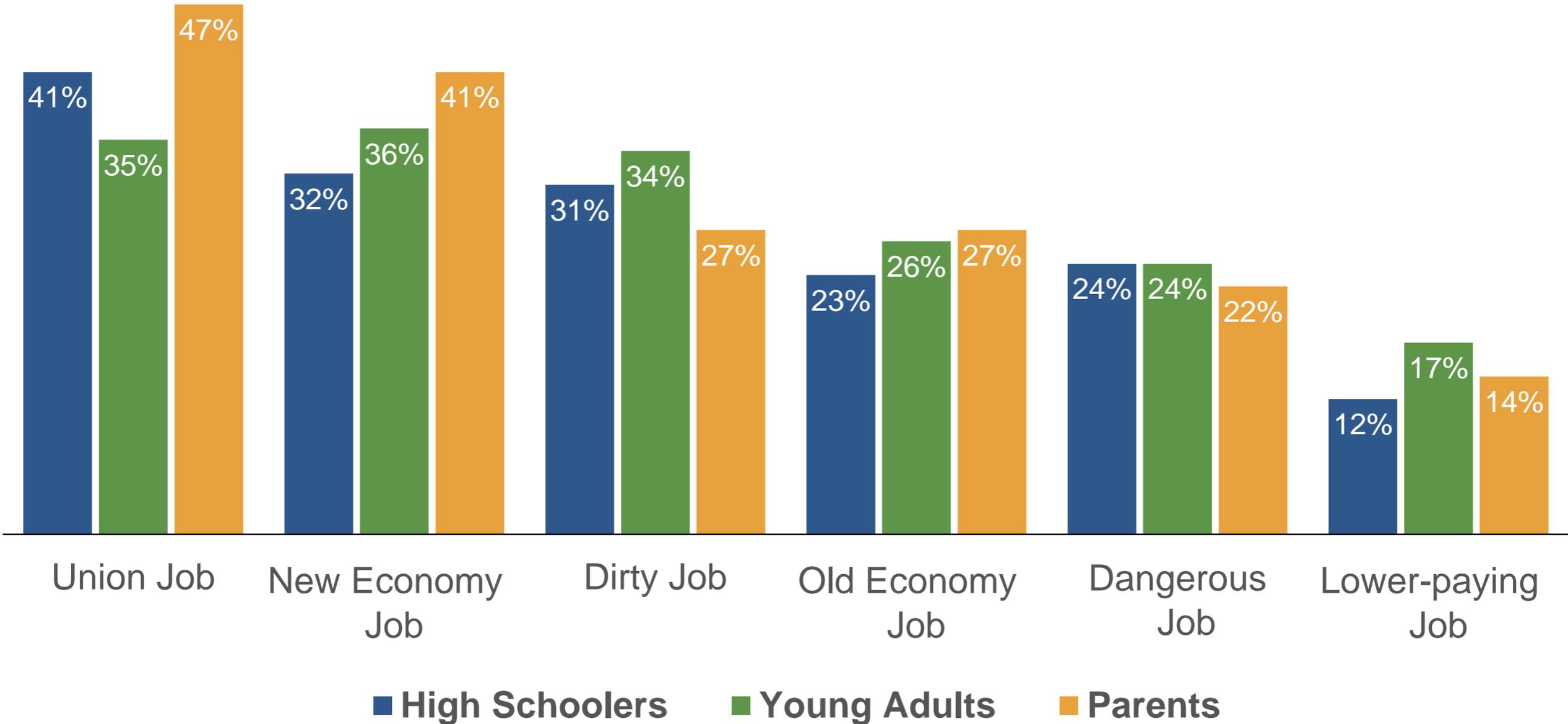
Agreement of Perceptions of Apprenticeships



PERCEPTIONS OF APPRENTICESHIPS

- A third or fewer respondents believe apprenticeships to be dirty, old economy jobs or dangerous.

Agreement of Perceptions of Apprenticeships



STUDENTS

IMPORTANCE OF APPRENTICESHIP BENEFITS

70% Apprentices earn an average of \$22-24 an hour for their work.

68% The education and training for apprentices are typically paid by their employers.

68% Apprentices can earn their certification in as little as 12 to 18 months.

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- 66% Credentials earned by apprentices are generally valid in other states.
- 60% Apprentices can start their training while in high school.
- 54% Jobs that require apprenticeship training are some of the most in-demand career areas in Michigan.

PARENTS

IMPORTANCE OF APPRENTICESHIP BENEFITS

- 74% The education and training for apprentices are typically paid by their employers.
- 73% Credentials earned by apprentices are generally valid in other states.
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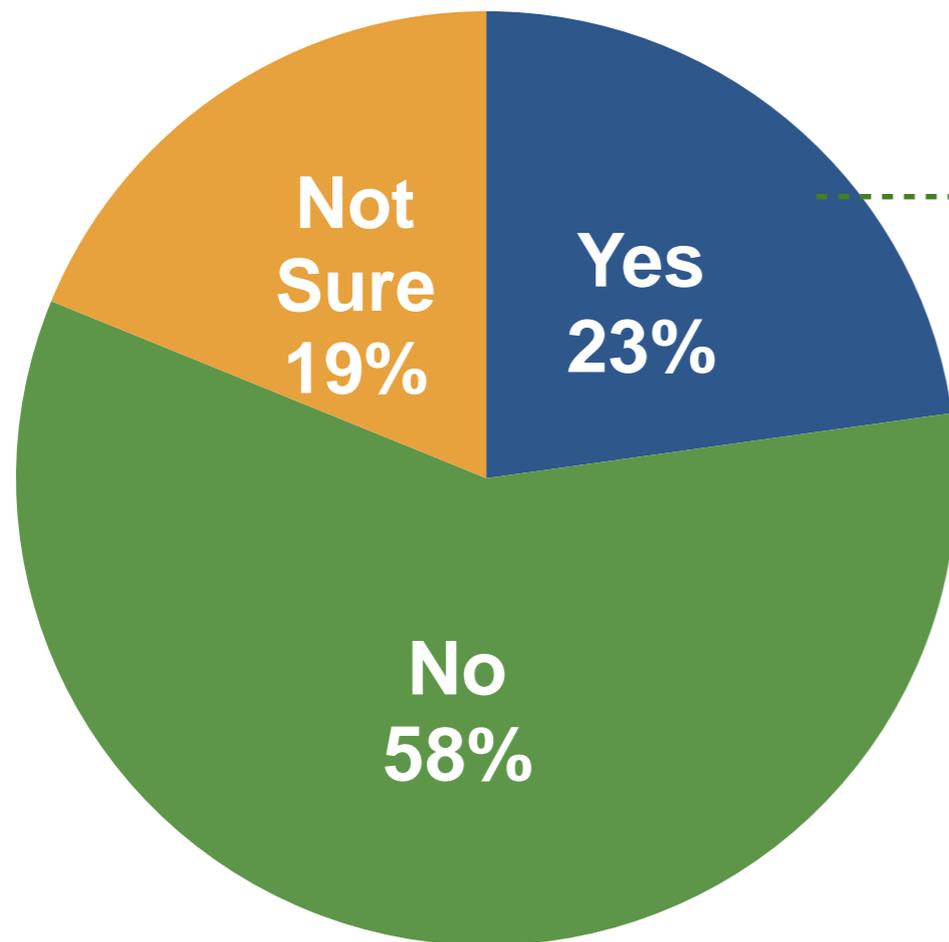
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- 63% Jobs that require apprenticeship training are some of the most in-demand career areas in Michigan.
- 61% Apprentices can start their training while in high school.

Credibility

APPRENTICES

- Only about 1 in 4 people under 30 know someone who is/was an apprentice.

Know Someone Who Selected an Apprenticeship Path

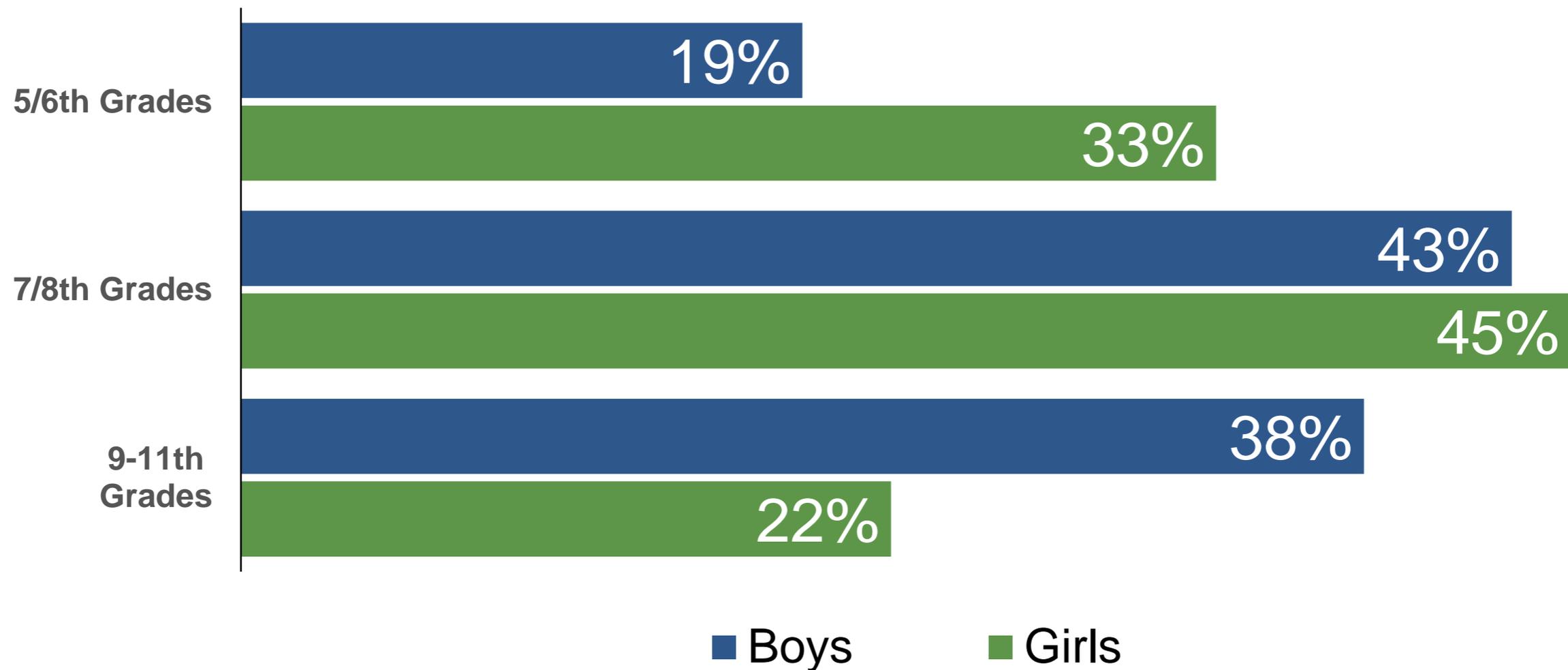


- **Friend**
(44 percent)
- **Immediate family member**
(36 percent)
- **Extended family member**
(24 percent)

CAREER EXPLORATION

- **91 percent** of high schoolers have thought about careers or jobs they'd like to pursue following high school.
- Girls start thinking about careers significantly earlier than boys.

First Started Thinking About Careers



CAREER INFLUENCERS

- High schoolers say their **parents are the most influential** people when it comes to career/job choices.
- Teachers and friends are a distant second and third for influence.
- High school girls are significantly more likely to say their friends influence their career choice than boys.



Parents - 80 percent ranked as influential



Teachers - 43 percent ranked as influential



Friends - 36 percent ranked as influential

CREDIBLE SOURCES ON APPRENTICESHIPS

- The fictitious Michigan Apprenticeship Program is the most credible information source for all audiences. Audiences have limited knowledge, so presence of “apprenticeship” in the name is guiding selection.

Source	High Schoolers	Young Adults	Parents
Michigan Apprenticeship Program	74%	64%	72%
Community Colleges	65%	55%	61%
Michigan Works! offices	57%	56%	59%

CREDIBLE SOURCES ON APPRENTICESHIPS

- Affiliation with state government, business or unions is not enough to rate a source as credible on apprenticeships.

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Michigan Works! offices	57%	56%	59%
Michigan Department of Talent and Economic Development	47%	37%	50%
United Auto Workers (UAW)	46%	32%	48%
Michigan Chamber of Commerce	39%	35%	40%
Michigan Talent Investment Agency (TIA)	36%	27%	37%

Messaging

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- 1** By choosing an apprenticeship, students are able to start a job and career without tuition debt. 32-38%

MESSAGING

- | | | |
|----------|---|---------------|
| 1 | By choosing an apprenticeship, students are able to start a job and career without tuition debt. | 32-38% |
| 2 | The careers available through an apprenticeship program offer stable, long-term employment. | 16-20% |
| 3 | Apprenticeships lead to a good career. | 13-18% |
| 4 | Apprentices' earnings over a lifetime are greater than those earned by people who only complete community college or high school. | 7-15% |
| 5 | There are thousands of jobs for apprentices currently, and the number is expected to grow for the next decade. | 11% |
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Implications

IMPLICATIONS

- **Building awareness and understanding of apprenticeships is critical to increasing consideration.**
- **Easiest, short-term audience to reach would be:**
 - Men
 - Ages 24-30
 - From households with incomes between \$25 and \$75K
 - Lives in urban and rural areas, not suburbs
- **Careers without debt is the message that resonates with all audiences. Too many do not view apprenticeships as employment or a pathway to a career.**

QUESTIONS?

