



Apprenticeship Florida Awareness and Perceptions



July 2018



Contents

Background and Methodology	3
Key Findings	5
Awareness, Perceptions and Participation in Apprenticeship Programs	7
Tagline Testing Results	21
Key Message Testing Results	32
Reactions to Creative Approaches	41
Appendix - Respondent Profile	46



Background and Methodology

Moore is leading a research project on behalf of Apprenticeship Florida, a federally funded initiative to expand apprenticeship opportunities. This research project is designed to provide insights into, and a better understanding of target audiences that include current and potential skilled labor employers and potential apprentices. The research will aid in the development of messaging that best resonates with the target audiences and advise the strategies and tactics most likely to generate action. The study will serve the partnership that includes CareerSource Florida, the Florida Department of Education Office of Apprenticeship and the Florida Department of Economic Opportunity in their collaborative efforts to reach job seekers and employers who could benefit from Registered Apprenticeships.

Specific research objectives include:

- Assess awareness, usage and perceptions of apprenticeship programs;
- Capture insights on benefits and challenges associated with apprenticeships;
- Measure relative appeal of five taglines and key message points (3 for employers and 4 for apprentices); and
- Get reactions to creative approaches for logo development.

An online survey was conducted May 22 - June 1, 2018 among a targeted sample of employers and potential apprentices detailed on the next page.



Targeted Sample Design

All consumers and 90% of employers were sourced from a national research panel company. Ten percent of employers came from an internal list of current or prior users provided by Apprenticeship Florida.

100 Employers

- In Florida
- Recruitment, hiring, training responsibilities
- Targeted industries: Advanced Manufacturing, Construction, Energy, Finance, Healthcare, Hospitality, Information Technology and Transportation
- 50/50 gender split
- Representative of small (1-9), medium (10-49) and large companies (50+)
- Representative of state

100 Potential Apprentices (Consumers)

- Florida resident
- Ages 18-65
- Enrolled in community or state college, technical college or trade school OR
- Interested in obtaining a job that requires more training or education than they currently have
- In a targeted industry
- Representative of state





Key Findings About Apprenticeships

Awareness of registered apprenticeships in the state is low, especially among potential apprentices (consumers). Product knowledge and understanding is even lower. There is tremendous potential upside as once respondents were informed/educated, they stated a much higher likelihood to participate.

About half of employers say they currently have apprentices, which are most prevalent in energy, construction, advanced manufacturing and healthcare. Hospitality represents the greatest potential for growth.

- Roughly half (49%) of employers who have apprentices say they are affiliated with a particular program, but when asked which program(s), only a handful could name something specific - most mentioned generic job categories or 'home grown' programs created within their company.
- Retention of apprentices is moderately strong with 80% of employers keeping at least half of all the apprentices they have had in the past three years. A full third have retained ALL of their apprentices.

Whether they have had apprentices or not, employers believe the benefits would include better trained and more committed workers coupled with higher retention and less turnover. Challenges to implementing a program include the time, cost and approvals required. Others fret over finding the 'right' trainers and the lost productivity of those trainers.

Among consumers, a third have some experience as an apprentice. Whether they have been an apprentice or not, they believe the key benefits are getting hands-on learning from professionals, and earning money while they do so. They also expect that it increases their chances of getting hired. For those with prior experience, they say that higher pay or inclusion of benefits would have made the program better.



Key Findings About Messaging & Positioning

Among the five taglines tested, all have some appeal, but there was a clear preference among both employers and consumers: *Earn. Learn. Succeed.*

- They appreciate that it is clear, concise, to the point and sounds professional. They also like the focus on ‘succeeding’.

Employers were shown three potential key messages, each of which generated strong appeal and impact; however, when asked to choose, the most preferred was: *Registered Apprenticeships are redefining what prosperity really means. For apprentices, it’s a great opportunity for a paycheck and advancement, all while avoiding college debt. For businesses, it’s the opportunity to custom-train a ready workforce to better prepare for future opportunities and needs.*

- They found it to be the most informative of all messages and liked that it showed the benefits to both the employer and the job seeker.
- This message was the 2nd choice of consumers.

The preferred message among consumers was: *Whether you need a foot in the door, to earn a degree or to switch careers, a Registered Apprenticeship might be the perfect fit. You’ll earn a scalable wage which increases progressively with your experience and work for an employer who is committed to your success for the duration of the apprenticeship, all while incurring no college or training debt.*

- They spark to the idea of no debt, an increasing wage and they appreciate that it speaks to people in all kinds of situations.

Logo marks were shown strictly for creative feedback, which indicated that employers and consumers alike gravitate toward ‘warm’ colors, positive symbolism, and reject that which looks too rigid, institutional or governmental.





Apprenticeship Programs

AWARENESS, PERCEPTIONS AND PARTICIPATION

Unaided Awareness is Low and Lacking in Specifics

Only 12% of consumers have ever received any marketing or promotional materials about apprenticeship - employers are higher at 42%, but the majority of both groups have not been 'tapped'. Not surprisingly, unaided awareness of specific programs is virtually non-existent among consumers and rather 'surface' among employers. Those who do mention programs are likely to list positions for which they believe there are apprenticeships, but no affiliation with who runs/registers the apprenticeships. Employers are more likely to list specific programs, and all of those who could come from the 'internal' sample list.

Unaided Awareness of Registered Apprenticeship Programs (Generic Mentions)		
	Consumers	Employers
Can't name any	82%	68%
Electrical (general)	6%	10%
HVAC	3%	8%
Construction	3%	10%
Plumbing	3%	9%
Pipe Fitter Welding	1%	2%
Nursing	1%	4%
Ocean Science	1%	0%
Lineman/Line Technician	0%	5%
Tattoo Artist	1%	1%
Iron worker	0%	1%

Unaided Awareness of Registered Apprenticeship Programs (Specific Mentions)		
	Consumers	Employers
ABC	1%	2%
AHIMA/ FL DOL Coder Apprentice Program	0%	2%
Florida Electrical Apprenticeship & Training, Inc.	0%	2%
Masonry Association of FL (various offices)	0%	2%
South Florida Machinist Apprentice Program.	0%	2%
Local803 JATC	0%	2%
Technician Apprenticeship Program (TAP)	0%	1%
Men's Wearhouse	1%	1%
Dept of Labor	0%	1%
YMCA	1%	1%
FL Dept of Education	0%	1%
Tulsa School of Welding	0%	1%

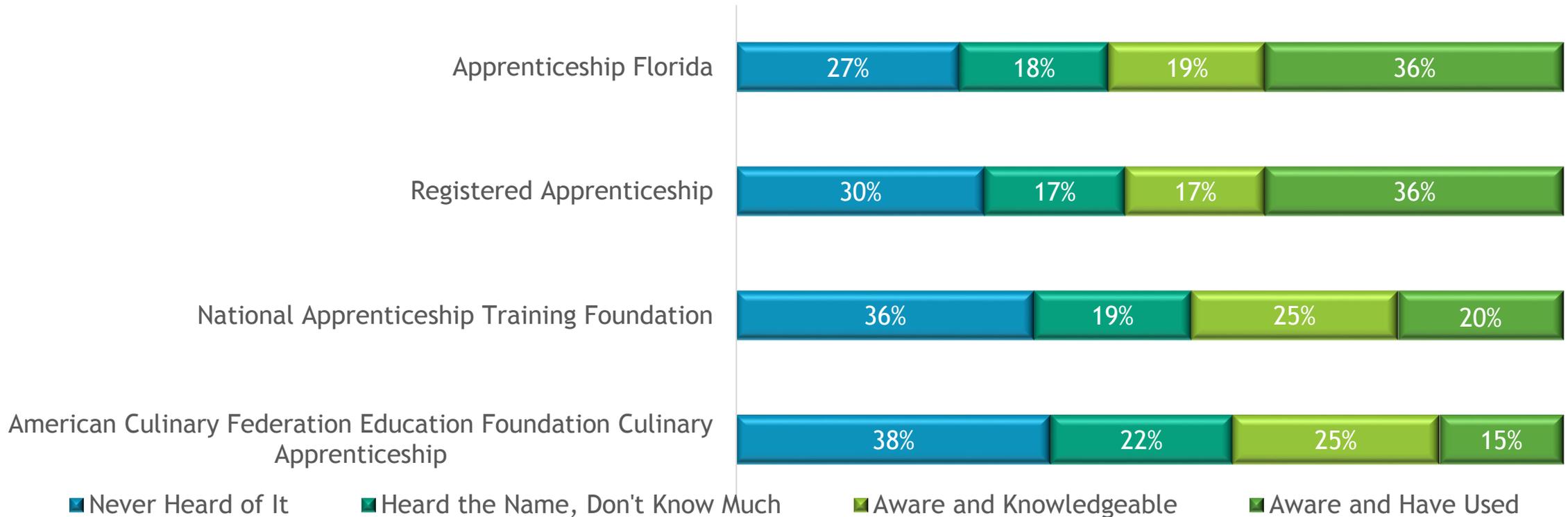


B2: Please list any registered apprenticeship programs that you can think of in the state of Florida.
 C2: Have you ever received any marketing or promotional materials about apprenticeship?

Employer Aided Awareness Good - Knowledge an Opportunity

Similar to advertising testing, there is always a certain amount of ‘ghost’ awareness due to the fact that the name sounds like something respondents have heard before, which likely explains why Apprenticeship Florida and Registered Apprenticeship are so high, in spite of the fact that no one mentioned either unaided.

Aided Awareness of Apprenticeship Programs

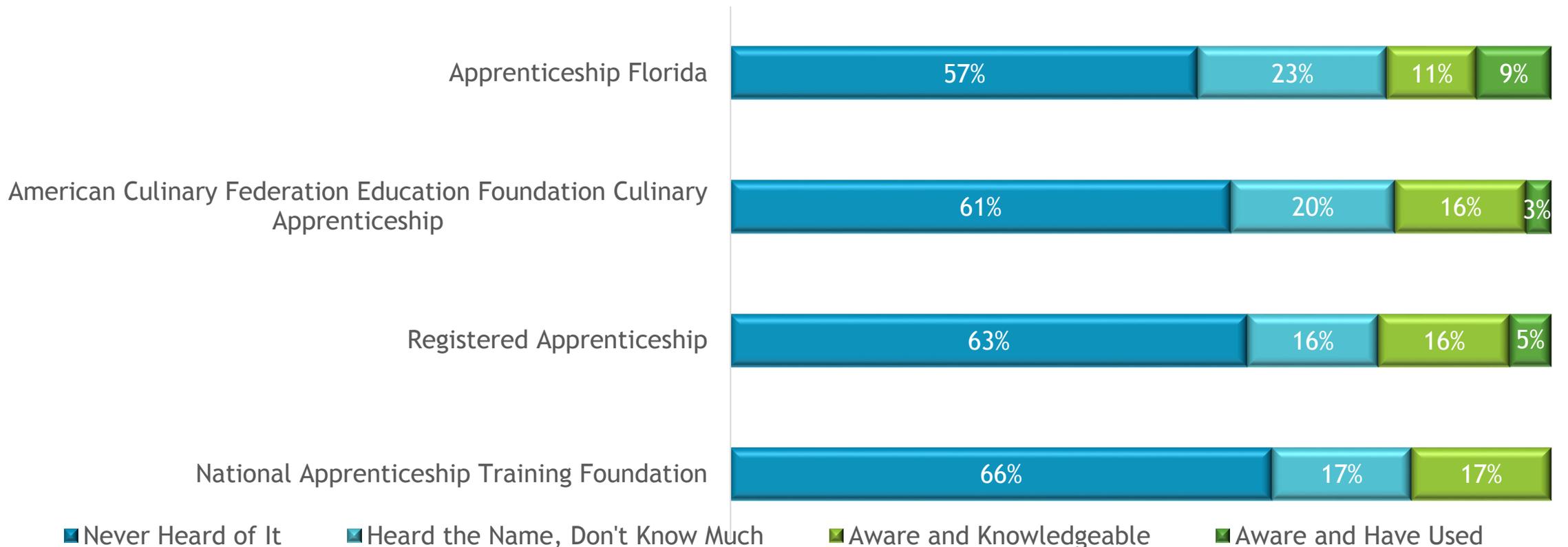


C1: Please indicate your level of awareness and knowledge for reach of the following.

Strong Opportunity to Raise Awareness with Consumers

Consumers are pretty much a blank slate on which to write!

Awareness of Apprenticeship Programs



C1: Please indicate your level of awareness and knowledge for reach of the following.

Employer Experience With Apprentices

	Apprentice Presence		
	Currently Have Apprentices	Had Apprentices in the Past, But Not Currently	Have Never Had Apprentices
Energy	86%	14%	0%
Construction	71%	19%	10%
Advanced Manufacturing	60%	0%	40%
Healthcare	50%	21%	29%
Finance	42%	33%	25%
Information Technology	42%	29%	29%
Transportation	40%	40%	20%
Hospitality	27%	20%	53%
TOTAL	51%	24%	25%

INSIGHT

Apprenticeships are most prevalent in energy, construction, advanced manufacturing and healthcare. Hospitality represents the greatest potential for growth, and there is still a ton of potential in advanced manufacturing and other areas.

IMPLICATION

Since many employers learn about programs from others in their field, consider presenting at trade conferences - especially joint presentations with employers that have successful apprenticeship programs. Partnering with Hospitality programs such as Rosen (UCF) and Dedman (FSU) could also be beneficial.



B2: Has your company ever hired or trained apprentices?

Employer Knowledge of Apprenticeship Affiliation Lacking

When asked with which programs their apprentices were affiliated, very few specific programs were mentioned:

- South Florida Machining Apprenticeship (Advanced Manufacturing)
- Florida Masonry Association (Construction)
- Department of Education (Construction)
- North Florida Ironworks JAC (Construction)
- Northwest Lineman College (Energy)
- AHIMA (Healthcare)
- US Dept of Labor and Remain Corp (Healthcare)
- ITT Tech (IT)
- TAP Technician Apprenticeship Program (IT)
- HOASH (Transportation)

INSIGHT

While half (49%) of those with apprentices indicated they are affiliated with a particular program, only a handful mentioned specific programs. Most mentioned generic categories (i.e. technical) or company specific 'home grown' programs tailored to their needs.

IMPLICATION

Even among those embracing the apprenticeship concept, there is an opportunity to educate about the benefits of a registered 'official' program.



BASE: Those who have/had apprentices.

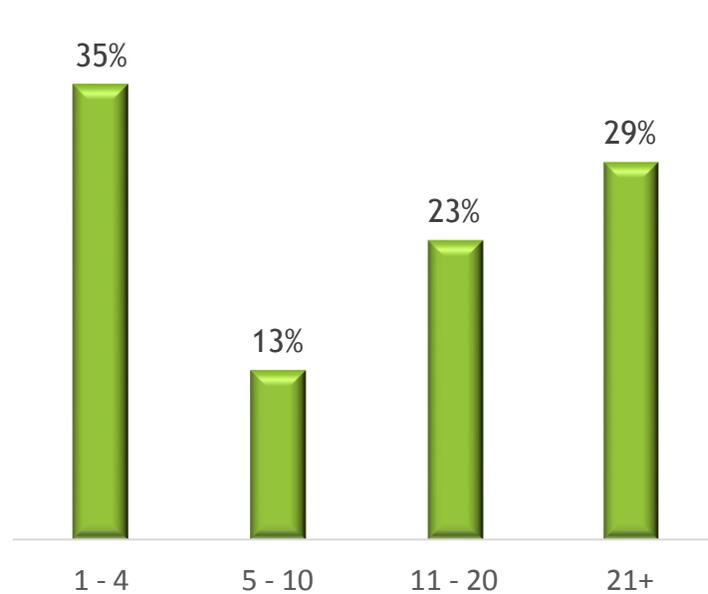
B4: With which program(s) were your apprentices affiliated?



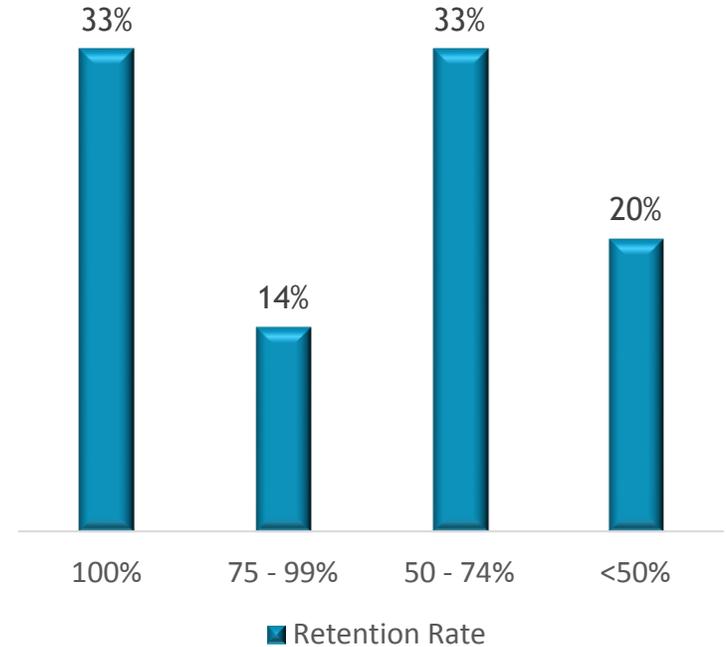
Retention of Apprentices is Good

Evidence of the power of the programs, 80% of employers have retained/hired at least half of the apprentices they have had in the past three years. A full third have retained ALL of their apprentices.

Number of Apprentices in Last Three Years



Percent of Apprentices Still Working for Company



BASE: Those who have/had apprentices.

B6: In the past three years, approximately how many apprentices began their training or practical experience in your company?

B7: Of these, how many are still working for your company?



For Employers, Both Benefits and Barriers are Plentiful

Perceived Benefits of Using Registered Apprentices [Coded Open End Responses - Most common themes]	
Better trained workers	30%
More committed workers	15%
Better retention	15%
'You know what you're getting'	10%
Less expensive labor	10%
Relevant business knowledge transfer	5%
Better company understanding/loyalty	5%
Not sure/Don't Know/None for Me	20%

Perceived Barriers to Implementing [Coded Open End Responses - Most common themes]	
Cost/Budget requirements	25%
Board/Mgmt approval	20%
Finding 'right' trainer(s)	20%
Loss of 'trainer' productivity	15%
Paperwork, management, and record keeping - time required	10%
Public Schools push college	10%
Our company is 'different' (too small, specialized, or unique) to fit a model)	10%
Participants screened on interest and skill vs. socioeconomic status (and background checked)	5%

INSIGHT

MOST employers can identify benefits for having apprentices, but they can list even more barriers - some of which they perceive to be out of their control. Some simply don't see benefit for their particular business because they are 'different'.

IMPLICATION

Employers need practical information and assistance breaking down barriers that may be out of their control (i.e. board/management approval, budget building, evidence of projected savings etc.).

C4: What do you believe would be the benefits of using Registered Apprentices in your company?
 C5: What are the obstacles to implementing or managing an apprenticeship program in your company?
 Multiple comments allowed. May total to more than 100%.



In the Words of Employers....

BENEFITS

“They would have the skills we need, easier to train and onboard for certain jobs. Might benefit from filling positions faster.”

“I feel these are individuals who are eager to learn and better their career.”

“You would definitely have people that are wanting to work, learn and interested in the job.”

“Background of the potential employer. Pre-Screened and qualified. Established relationship.”

“Train someone at low cost and hopefully keep them loyal.”

“Higher quality of training - more real World experience. On the job learning.”

BARRIERS

“Lots of paperwork and record-keeping. Sometimes trainer is busy with other tasks - or you lose the productivity of that trainer.”

“Fear that candidates are chosen based on social issues, not a skill set.”

“Finding a program that can adjust to our work environment.”

“Good employees willing to share their knowledge, trainers, oversight committee, and a structured environment and facility for training.”

“Other people think they are taking some other persons job.”

“There is nobody out there who does what we do.”

“There is an extreme amount of time and money involved.”



C4: What do you believe would be the benefits of using Registered Apprentices in your company?

C5: What are the obstacles to implementing or managing an apprenticeship program in your company?



How Apprentices Compare to Other Hires

Among those who have used or are currently using apprentices, they unanimously agree that the quality of worker is greater than a ‘hire off the street’ for some key reasons:

- They don’t have to ‘untrain’ bad habits that more established workers may have formed;
- Apprentices tend to be more eager and committed; and
- They are like ‘sponges’ and willing to learn and adapt to a new environment.

Among those who have never been involved with apprenticeships, the majority (75%) feel apprentices would probably compare favorably to other hires. Reasons include:

- They would be better trained - trained to specification;
- They would have a demonstrated level of interest in, aptitude for, and commitment to the chosen field that a general laborer would not; and
- They would be more likely to ‘stick’ - lower turnover.

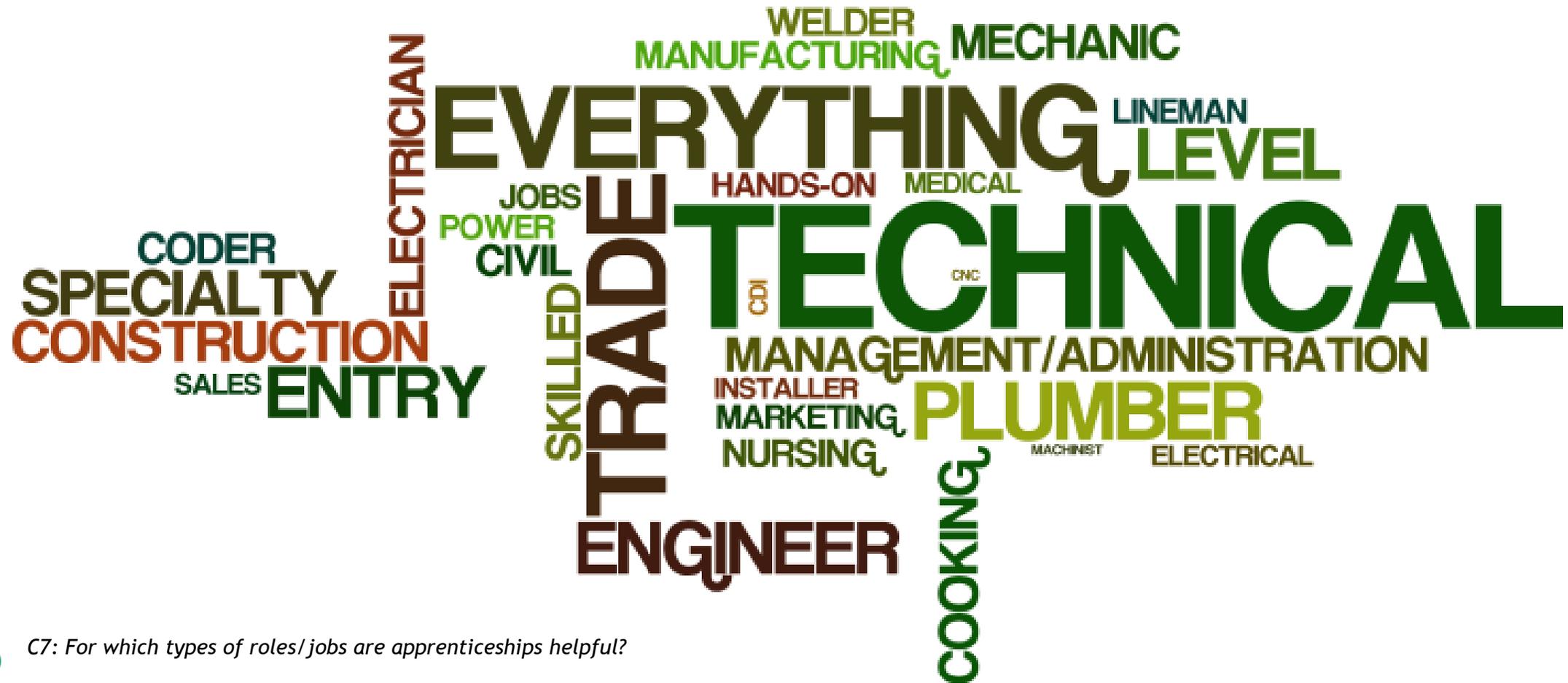
The minority who believe apprentices would be less favorable than other hires perceive that their field is not suited to apprenticeships because it is too specialized (technical) or because they believe apprenticeship programs source candidates based on socioeconomic need rather than skill or interest.



C6: Whether or not you had an apprenticeship program in the past, how do you believe they would compare (either favorably or unfavorably) to other general or skilled laborers you might hire?

Types of Roles/Jobs Suitable for Apprenticeship

According to employers, it might be harder to find jobs that would NOT be suitable for apprenticeship. The most frequent response was 'everything', followed by skilled and specialty trades, construction, technical roles and entry level jobs. The word 'technical' is largest because it was used most frequently and paired with a multitude of options (coder, installer, skill, role, position, etc.).



Consumer Incidence of Apprentices

35% Have Been an Apprentice

- 12% Current, 23% in the past
- 33% Still employed by same company

33% Say Apprenticeship Was Registered

- 50% Mentioned specific affiliations including: DOE, Honda, Lexus, Delta, HVAC, Steelworkers, Bank, Hospital and Government

Biggest Advantage

- HANDS-ON Learning
- Getting paid while learning
- Learning directly from practicing professionals
- Foot in the door

What Could Have Been Better

- Better Pay
- Benefits
- Opportunity to apprentice in more than one field at a time

*S4: Are you currently or have you ever worked as an apprentice? B7: Are you still working for the same company where you were employed as an apprentice?
B3: Is/was this apprenticeship registered? B4: Is/was your apprenticeship affiliated with any particular program? B5: With which program(s) is/was your
apprenticeship affiliated?
B8: What was the biggest advantage of being an apprentice?
B9: What would make/would have made your apprenticeship even better?*



Perceived Benefits Among Potential Apprentices

Perceived Benefits of Being a Registered Apprentices [Coded Open End Responses]

More likely to gain employment when completed	26%
Better understanding of job and expectations	20%
Becoming certified in a craft	15%
Earning while learning	11%
Potential for higher pay upon certification	5%
Not sure/Don't Know	32%

“Paid training, from what I've been told. Also, learning from a master of the craft.”

“I would think it increases my likelihood of getting hired.”

“You get financial benefits along with the training and learning experience.”

“To change work field and make more money.”

“It would be easier for future job placement and you'd be ready for your field where others might need on the job training.”

“Learning your trade/career better. I believe if you are going to go to school for a trade/career you should get hands on experience while going to school for it. It makes it to where everyone in that industry KNOWS their job not what they think they know.”





What Would Stop Consumers from Pursuing Apprenticeship

What Would Stop You from Pursuing? [Coded Open End Responses]

Has to pay a livable wage	36%
If no program available in field I'm interested in	25%
Not sure how to find a program	20%
If location inconvenient	14%
Childcare constraints	10%
Can't afford to pay to enter program	10%
Can't think of anything	20%

"I know you said you get paid while learning, but how much? My fear is that it would not be enough to live on."

"I've never heard anything about apprenticeships. I wouldn't know how to go about finding one."

"I have two young children and childcare gets expensive."

"A friend of mine did this a couple of years ago and he had to pay to get in. It wasn't as much as college tuition, but it's more money than I have."

"Depends on whether or not there is something for a job I'm interested in. I have no idea what is available."



C5: What, if anything, would stop you from pursuing a Registered Apprenticeship? Multiple comments allowed. May total to more than 100%.



TAGLINE TESTING RESULTS

All Taglines Tested Have Some Appeal

All respondents were shown five potential tag lines, and each generated moderate to strong appeal.

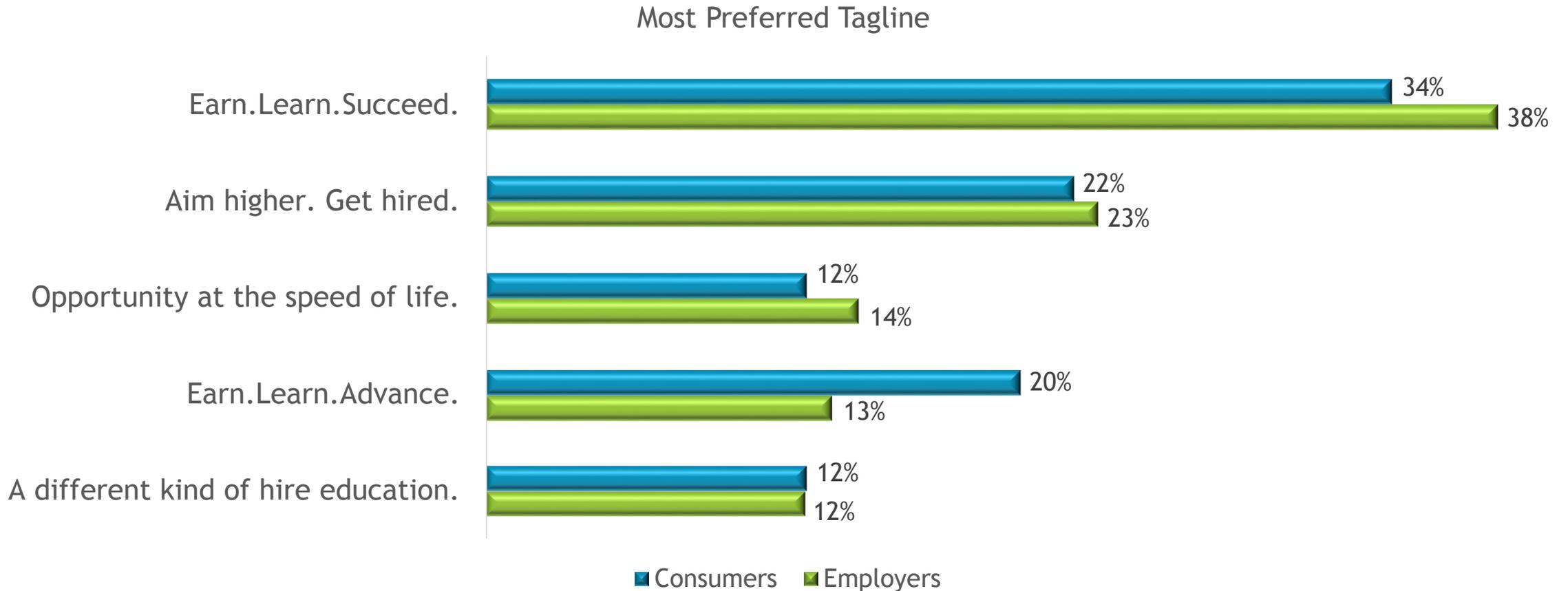
Appeal and Ranking of Taglines Tested						
	Employers			Consumers		
	Average	Ranked 1 st	Ranked 2 nd	Average	Ranked 1 st	Ranked 2 nd
Earn. Learn. Succeed.	8.7	38%	24%	8.0	34%	19%
Earn. Learn. Advance.	8.2	13%	33%	7.7	20%	23%
Aim higher. Get hired.	7.9	23%	12%	8.2	22%	26%
Opportunity at the speed of life.	7.1	14%	15%	7.0	12%	17%
A different kind of hire education.	6.0	12%	16%	6.2	12%	14%

Average: this tagline is not at all appealing (0).....extremely appealing (10). Respondents chose option between 0 and 10.

Rank: Now please help us narrow down the list. What do you think is the BEST tagline (slogan) for the Registered Apprenticeship or Apprenticeship Florida program?



When Forced to Choose, There is a Clear and Consistent Preference!



E2: Now please help us narrow down the list. What do you think is the BEST tagline (slogan) for the Registered Apprenticeship or Apprenticeship Florida program?

Earn. Learn. Succeed.

This tagline is....			
	Ordinary, common 0 - 4	5 - 7	Distinctive, unique 8 - 10
Consumers	20%	29%	51%
Employers	17%	20%	63%
	Unclear, confusing 0 - 4	5 - 7	Easy to understand and remember 8 - 10
Consumers	11%	22%	67%
Employers	9%	17%	74%
	Cheesy 0 - 4	5 - 7	Clever 8-10
Consumers	15%	30%	55%
Employers	18%	22%	60%

Please mark the space on the continuum that best fits your opinion. Respondents chose an option between 0 and 10.



Earn. Learn. Succeed.

What do you like MOST about tagline? [Coded Open End Responses - Most common themes]

All of it!	45%
To the point/Clear	30%
Focus on succeeding	25%
Sounds professional	15%

What do you like LEAST about tagline? [Coded Open End Responses]

Nothing! Like everything about it	75%
Implies earning = success	10%
Maybe too simple/Not enough context	5%

Among those who ranked tagline #1.
What do you like most about [tagline]?
What do you like least about [tagline]?
Multiple comments allowed. May total to more than 100%. Only most common themes shown – may total to less than 100%.

Like Most

“Its a process. So it’s clear that in order to succeed you must learn, and can earn as you do it.” [Consumer]

“I think it’s the trifecta - the keys to apprenticeship, in a simple, yet professional statement.” [Employer]

Like Least

“Makes it sound easier than it is.” [Employer]

“While I guess it’s true to a degree, the only thing I don’t like is that it ties success to money.” [Consumer]



Earn. Learn. Advance.

This tagline is....			
	Ordinary, common 0 - 4	5 - 7	Distinctive, unique 8 - 10
Consumers	32%	21%	47%
Employers	24%	21%	55%
	Unclear, confusing 0 - 4	5 - 7	Easy to understand and remember 8 - 10
Consumers	14%	25%	61%
Employers	22%	21%	57%
	Cheesy 0 - 4	5 - 7	Clever 8-10
Consumers	25%	31%	44%
Employers	22%	30%	48%

Please mark the space on the continuum that best fits your opinion. Respondents chose an option between 0 and 10.



Earn. Learn. Advance.

What do you like MOST about tagline? [Coded Open End Responses - Most common themes]

To the point/Clear	35%
Motivational	30%
All of it!	20%
Professional	15%

What do you like LEAST about tagline? [Coded Open End Responses]

Nothing! Like everything about it	70%
Not everyone is trying to advance	15%
Feels a little 'choppy'	10%

Among those who ranked tagline #1.
What do you like most about [tagline]?
What do you like least about [tagline]?
Multiple comments allowed. May total to more than 100%. Only most common themes shown – may total to less than 100%.

Like Most

“Catchy and easy to remember.” [Employer]

“No frills - it’s a motivating promise.” [Consumer]

Like Least

“If you are changing fields or entering a field, you may think this doesn’t apply to you.” [Consumer]

“It plants the seed that if you do this and stick with the company, there is the chance to advance.” [Employer]



Aim higher. Get hired.

This tagline is....			
	Ordinary, common 0 - 4	5 - 7	Distinctive, unique 8 - 10
Consumers	18%	22%	60%
Employers	16%	11%	73%
	Unclear, confusing 0 - 4	5 - 7	Easy to understand and remember 8 - 10
Consumers	7%	19%	74%
Employers	9%	10%	81%
	Cheesy 0 - 4	5 - 7	Clever 8-10
Consumers	18%	18%	64%
Employers	10%	21%	69%

Please mark the space on the continuum that best fits your opinion. Respondents chose an option between 0 and 10.



Aim higher. Get hired.

What do you like MOST about tagline? [Coded Open End Responses - Most common themes]

All of it!	50%
Motivational/Inspirational	35%
Catchy	10%

What do you like LEAST about tagline? [Coded Open End Responses]

Like everything about it	60%
Pretentious/Over-reaching	30%
Could be confusing	10%

Among those who ranked tagline #1.

What do you like most about [tagline]?

What do you like least about [tagline]?

Multiple comments allowed. May total to more than 100%. Only most common themes shown – may total to less than 100%.

Like Most

*“Makes me feel I can dream big and have the job I want.”
[Consumer]*

*“I think it speaks to Millennials - challenges them to think
‘I am aiming high’.” [Employer]*

Like Least

*“Doesn’t really say how this is different from going to
college.” [Consumer]*

*“The word ‘higher’ might suggest higher education to
some - which might lead them away from apprenticeship
or be confusing.” [Employer]*



Other Alternatives

Opportunity at the speed of life.

This tagline is....			
	Ordinary, common 0 - 4	5 - 7	Distinctive, unique 8 - 10
Consumers	36%	29%	35%
Employers	26%	23%	51%
This tagline is....			
	Unclear, confusing 0 - 4	5 - 7	Easy to understand and remember 8 - 10
Consumers	19%	33%	48%
Employers	17%	25%	58%
This tagline is....			
	Cheesy 0 - 4	5 - 7	Clever 8-10
Consumers	36%	31%	33%
Employers	26%	25%	49%

A different kind of hire education.

This tagline is....			
	Ordinary, common 0 - 4	5 - 7	Distinctive, unique 8 - 10
Consumers	31%	26%	43%
Employers	26%	31%	43%
This tagline is....			
	Unclear, confusing 0 - 4	5 - 7	Easy to understand and remember 8 - 10
Consumers	29%	27%	44%
Employers	27%	23%	50%
This tagline is....			
	Cheesy 0 - 4	5 - 7	Clever 8-10
Consumers	40%	29%	31%
Employers	31%	28%	41%



Please mark the space on the continuum that best fits your opinion. Respondents chose an option between 0 and 10.

Least Preferred Tagline Alternatives

Verbatims are not quantifiable because too few employers and consumers opted for either of these as a preference, but sample quotes illustrate the reactions.

Opportunity at the speed of life.

Like Most

“It’s realistic and says what it is.” [Employer]

“Feels real - it’s an opportunity and it happens at the speed of life - which feels better than going to school for four years.” [Consumer]

Like Least

“Might imply that it is a speedy program, which is often not the case.” [Employer]

“Speed of life is a little frightening. It’s a reminder of how fast life is passing me by.” [Consumer]

A different kind of hire education.

Like Most

“It’s a clever play on words.” [Employer]

“It makes you look twice.” [Consumer]

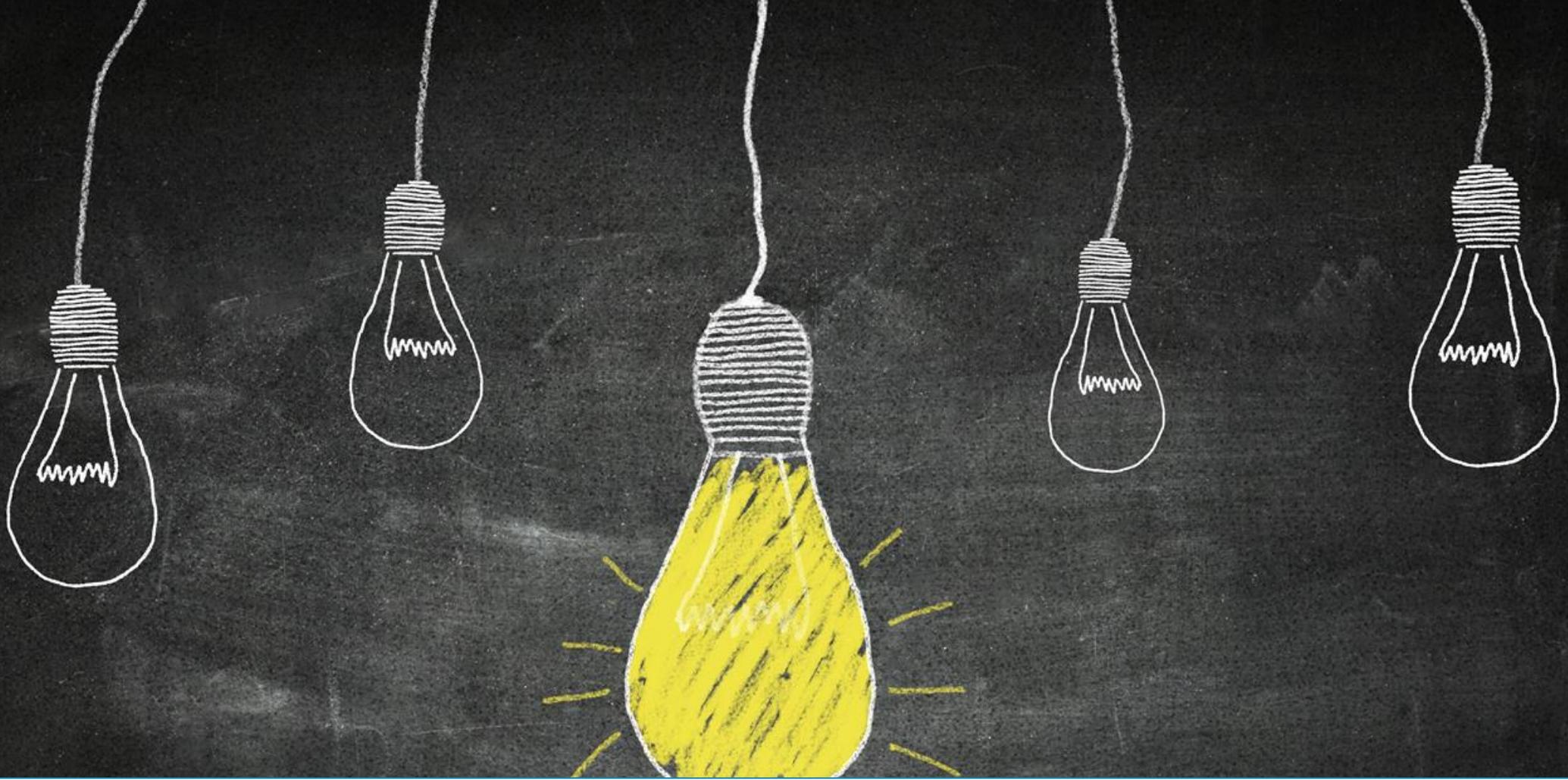
Like Least

“There is a fine line between sounding cute and sounding ignorant.” [Employer]

“On the first read, I thought you had misspelled higher. I thought, wow, unprofessional. Now I get it. But I bet others read it the way I did.” [Consumer]

Among those who ranked tagline #1.
What do you like most about [tagline]?
What do you like least about [tagline]?





KEY MESSAGE TESTING RESULTS

Employer Key Message Summary

Employers were shown three different key messages in a randomized order.

Appeal, Ranking, and Impact of Key Messages Tested			
	Average	Ranked 1 st	Greatly Improves my Impression
Registered Apprenticeships are redefining what prosperity really means. For apprentices, it's a great opportunity for a paycheck and advancement, all while avoiding college debt. For businesses, it's the opportunity to custom-train a ready workforce to better prepare for future opportunities and needs.	8.6	42%	35%
Preparing your business for tomorrow means finding the skilled team you need today. Apprenticeship Florida can help you identify a Registered Apprenticeship program - or launch your own - to provide your business with a custom-trained and work-ready team.	8.4	34%	36%
Your future workforce is in your backyard. Partner with Apprenticeship Florida to offer a Registered Apprenticeship program and you'll save on recruiting and training costs while gaining a team that is trained specifically for your organization.	8.2	24%	33%

Average - F1: This key message is not at all appealing (0).....extremely appealing (10). Respondents chose option between 0 and 10.

Rank - F3: Now please help us choose the BEST fit. What do you think is the BEST key message to illustrate the Registered Apprenticeships or Apprenticeship Florida?

F2: How does this key message affect your impression of Registered Apprenticeships or Apprenticeship Florida? [Greatly improves, improves somewhat, does not change, worsens, greatly worsens.]



LIKE MOST

“I like that it touches on the benefits of both sides and provides specifics.”

“I like how much detail and creativity it has in it and how it gives the most information about Apprenticeships.”

“It clearly paints apprenticeship as a two-way street that benefits both the apprentices and employers - prosperity is a powerful word.”

LIKE LEAST

“It’s my favorite. But instead of paycheck...use the word income or cash flow or something. The word paycheck implies someone is living paycheck-to-paycheck.”

“It’s a little wordy, but the information is good.”



Most Preferred Employer Message

Registered Apprenticeships are redefining what prosperity really means. For apprentices, it’s a great opportunity for a paycheck and advancement, all while avoiding college debt. For businesses, it’s the opportunity to custom-train a ready workforce to better prepare for future opportunities and needs.



■ Greatly Improves
 ■ Improves Somewhat
 ■ Does Not Change
 ■ Worsens Somewhat
 ■ Greatly Worsens

What do you like most? [Coded Open End Responses - Most common themes]

All of it!	50%
Shows benefits to both employer and job seeker	35%
Most informative of all	20%
‘Custom’ training	10%

What do you like least? [Coded Open End Responses - Most common themes]

Nothing! Like it all!	50%
Focus on ‘paycheck’	30%
A little wordy	10%

F2: How does this key message affect your impression of Registered Apprenticeships or Apprenticeship Florida?

F4: What do you like most about this key message?

F5: What do you like least about this key message?

Multiple comments allowed. May total to more than 100%. Only most common themes shown - may total to less than 100%.

LIKE MOST

“It suggests even the possibility of launching your own program.”

“It talks initially about the benefits for the company, not about your program.”

“It allows you to get apprentices trained specifically for your business.”

LIKE LEAST

“Doesn't mention benefits for trainee.”

“Custom-trained is a pretty big promise.”

“Providing my business with a custom-trained and work-ready team makes it sound like I don't have to do anything and I find that a little hard to believe.”

Option 2 for Employers

Preparing your business for tomorrow means finding the skilled team you need today. Apprenticeship Florida can help you identify a Registered Apprenticeship program - or launch your own - to provide your business with a custom-trained and work-ready team.



■ Greatly Improves ■ Improves Somewhat ■ Does Not Change ■ Worsens Somewhat ■ Greatly Worsens

What do you like most? [Coded Open End Responses - Most common themes]

All of it!	40%
Custom-trained team	35%
Potential to launch own program	30%

What do you like least? [Coded Open End Responses - Most common themes]

Nothing! Like it all!	50%
No mention of benefit to job seeker	30%
Might be too good to be true	20%

F2: How does this key message affect your impression of Registered Apprenticeships or Apprenticeship Florida?

F4: What do you like most about this key message?

F5: What do you like least about this key message?

Multiple comments allowed. May total to more than 100%. Only most common themes shown - may total to less than 100%.



Option 3 for Employers

LIKE MOST

“It brings the message home by talking about my backyard.”

“As a business it speaks to the bottom line.”

“It will save you costs and get you quality candidates.”

LIKE LEAST

“Would like to see the message of ‘custom program to meet your unique hiring needs.’”

“Missing something about positive impact on individuals/community.”

“If you can actually do that, it sounds great. Not sure how the cost savings happens - would like to see that.”

Your future workforce is in your backyard. Partner with Apprenticeship Florida to offer a Registered Apprenticeship program and you’ll save on recruiting and training costs while gaining a team that is trained specifically for your organization.



■ Greatly Improves
 ■ Improves Somewhat
 ■ Does Not Change
 ■ Worsens Somewhat
 ■ Greatly Worsens

What do you like most? [Coded Open End Responses - Most common themes]

All of it!	45%
Save on costs while getting trained staff	35%
Feels ‘personal’ because of reference to backyard	15%

What do you like least? [Coded Open End Responses - Most common themes]

Nothing! Like it all!	50%
No mention of benefit to job seeker	35%
Sounds too easy	20%

F2: How does this key message affect your impression of Registered Apprenticeships or Apprenticeship Florida?

F4: What do you like most about this key message?

F5: What do you like least about this key message?

Multiple comments allowed. May total to more than 100%. Only most common themes shown - may total to less than 100%.



Consumer Key Message Summary

Consumers were shown four different key messages in a randomized order. All have strong appeal, but one is clearly preferred.

Appeal, Ranking, and Impact of Key Messages Tested			
	Average	Ranked 1 st	Greatly Improves my Impression
Whether you need a foot in the door, to earn a degree or to switch careers, a Registered Apprenticeship might be the perfect fit. You'll earn a scalable wage which increases progressively with your experience and work for an employer who is committed to your success for the duration of the apprenticeship, all while incurring no college or training debt.	9.0	47%	43%
Registered Apprenticeships are redefining what prosperity really means. For apprentices, it's a great opportunity for a paycheck and advancement, all while avoiding college debt. For businesses, it's the opportunity to custom-train a ready workforce to better prepare for future opportunities and needs.	8.8	25%	40%
With more than 230,000 unfilled jobs in Florida, a Registered Apprenticeship can launch your career in an in-demand field, with a nationally-recognized credential issued by the Florida Department of Education.	8.6	17%	38%
Perhaps you've never considered a Registered Apprenticeship, but it's actually a time-tested way to fast-track your success. By pairing education with on-the-job training and an experienced mentor, you can build a path to high wages and a chance for career advancement.	8.6	11%	33%

Average - F1: This key message is not at all appealing (0).....extremely appealing (10). Respondents chose option between 0 and 10.

Rank - F3: Now please help us choose the BEST fit. What do you think is the BEST key message to illustrate the Registered Apprenticeships or Apprenticeship Florida?

F2: How does this key message affect your impression of Registered Apprenticeships or Apprenticeship Florida? [Greatly improves, improves somewhat, does not change, worsens, greatly worsens.]



LIKE MOST

“This message calls to not only those just starting out, but someone who is farther in life who just needs a fresh start.”

“It highlights the earning potential and that it won't put you in debt to do so.”

“It's clear and easy to understand, has nice wording, and advertises a great future.”

LIKE LEAST

“I didn't like that my employer is committed to my success for the duration of the apprenticeship, I would like it to be all the time that I work for him.”

“What is a scalable wage? I don't know what that means.”

“I'm not sure this was written for someone at my level. I had to use my phone to look up words at least three times.”



Most Preferred Consumer Message

Whether you need a foot in the door, to earn a degree or to switch careers, a Registered Apprenticeship might be the perfect fit. You'll earn a scalable wage which increases progressively with your experience and work for an employer who is committed to your success for the duration of the apprenticeship, all while incurring no college or training debt.



■ Greatly Improves
 ■ Improves Somewhat
 ■ Does Not Change
 ■ Worsens Somewhat
 ■ Greatly Worsens

What do you like most? [Coded Open End Responses - Most common themes]

All of it!	55%
No debt	40%
Increasing wage	25%
Inclusive	15%

What do you like least? [Coded Open End Responses - Most common themes]

Nothing! Like it all!	60%
Difficult to understand	30%
Not sure what happens after	5%

F2: How does this key message affect your impression of Registered Apprenticeships or Apprenticeship Florida?

F4: What do you like most about this key message?

F5: What do you like least about this key message?

Multiple comments allowed. May total to more than 100%. Only most common themes shown - may total to less than 100%.

Distant Second Consumer Message, But First Choice of Employers

LIKE MOST

“I like that it tells the benefits for both parties involved.”

“The opportunity for a paycheck and advancement while avoiding college debt.”

LIKE LEAST

“It’s a little long winded, but I like what it says.”

“This makes it sound really easy and painless. No debt, earn money while training for a job? I would look for the fine print.”

Registered Apprenticeships are redefining what prosperity really means. For apprentices, it’s a great opportunity for a paycheck and advancement, all while avoiding college debt. For businesses, it’s the opportunity to custom-train a ready workforce to better prepare for future opportunities and needs.



■ Greatly Improves ■ Improves Somewhat ■ Does Not Change ■ Worsens Somewhat ■ Greatly Worsens

What do you like most? [Coded Open End Responses - Most common themes]

All of it!	50%
No debt	40%
Earn a paycheck	35%
Mutually beneficial	15%

What do you like least? [Coded Open End Responses - Most common themes]

Nothing! Like it all!	55%
Sounds too easy	30%
A little wordy	10%

F2: How does this key message affect your impression of Registered Apprenticeships or Apprenticeship Florida?

F4: What do you like most about this key message?

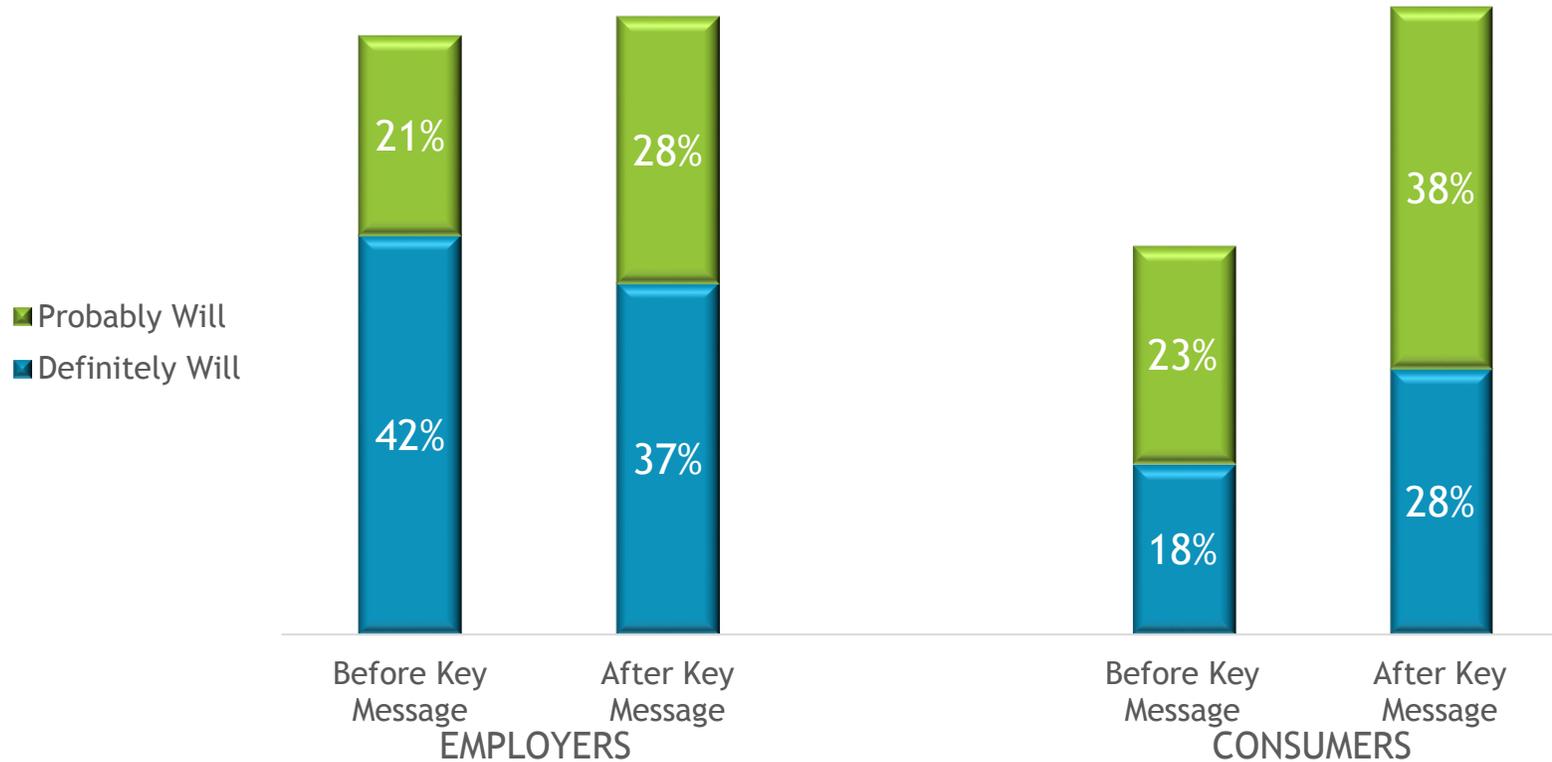
F5: What do you like least about this key message?

Multiple comments allowed. May total to more than 100%. Only most common themes shown - may total to less than 100%.



“Likelihood to Use” Increases Once Better Informed

Likelihood to Use Registered Apprenticeship or Apprenticeship Florida



INSIGHT

A little knowledge goes a LONG way, especially for potential apprentices. Once educated about apprenticeship programs and reading key messages, they are significantly more likely to say they will use such a program.

IMPLICATION

Invest in messaging and education to keep the pipeline full. Do not assume that people interpret the caliber of the program correctly without first-hand knowledge.



F6 [Consumer]: Based on all you have seen, how likely are you to use the Registered Apprenticeship or Apprenticeship Florida program to learn more about apprenticeship opportunities?

F6: [Employer]: How likely are you to use the Registered Apprenticeship or Apprenticeship Florida program to source talent for you company?



REACTION TO CREATIVE APPROACHES

Most Preferred Creative Approach

All respondents were shown six unique logos in a random order and asked to choose which they found most appealing. The percent choosing each are shown below.



Consumer	34%
Employer	30%



Consumer	21%
Employer	31%



Consumer	21%
Employer	15%



Consumer	12%
Employer	6%



Consumer	7%
Employer	15%



Consumer	5%
Employer	3%



G1: Which of these logos do you find most appealing?

Front Runners Have Common Reactions



Consumer 34%
Employer 30%

Described as ‘warm’ and vibrant, with the tree symbolizing growth and the ladder indicating progression and advancement. The colors are inviting without being cartoonish.

“This feels human and relatable - not so corporate and stuffy.”

“There is a lot of growth and achievement symbolized here and the colors are inviting.”



Consumer 21%
Employer 31%

Also described as warm and inviting, with colors that are perfect for Florida. The upward motion of the swoops suggests positivity and forward momentum.

“This just looks like Florida - like the sun.”

“It’s very uplifting and just conveys a lot of positivity. It’s very warm, while many of the others are cold.”

INSIGHT

Both consumers and employers gravitate toward more ‘warm’ colors in logo design. Not only are they eye catching, they tend to convey a more welcoming persona to this audience.

IMPLICATION

If changing or modifying logo design, consider color choice carefully - go for WARM, not HOT or something too bold or harsh.

- G1: Which of these logos do you find most appealing?
G2: What do you find most appealing about this logo?
G3: What do you NOT like about this logo? (Question shown for two logos NOT selected as most preferred.)



Not Preferred, But Not Dismissed

This mark was in the middle of the pack in terms of preference. It's not off-putting, but there are aspects of it that keep it from being more preferred.



On the plus side, the colors are eye catching and many respondents commented on the representation of 'people'.

"I like that there is some color to this, although I think there could be some better color choices."

"This is the only one that looks like it has something to do with people."

Consumer	21%
Employer	15%

On the flip side, it is felt to be rather generic and like a common graphic that has been overused. A few felt the 'people' looked like 'tools' and that it might be misconstrued for a specific craftsman apprenticeship.

"I might be mistaken, but isn't that a standard PowerPoint graphic?"

"I THINK it's supposed to be a circle of people, but it looks like some sort of tool or game piece to me."

G1: Which of these logos do you find most appealing?

G2: What do you find most appealing about this logo?

G3: What do you NOT like about this logo? (Question shown for two logos NOT selected as most preferred.)



Least Preferred Logos

The images below generated the least interest, and again, for fairly consistent reasons.



Consumer 12%
Employer 6%

While the simplicity is appreciated, it was described as ‘harsh’ and ‘cold’ due to both the lack of color and the sharp lines.

“I hope their menu is more creative than their logo.”

“Ugh, it’s so HARD and DARK. There is nothing inviting about this.”

G1: Which of these logos do you find most appealing?

G2: What do you find most appealing about this logo?

G3: What do you NOT like about this logo? (Question shown for two logos NOT selected as most preferred.)



Consumer 7%
Employer 15%

Also described as ‘cold’ and ‘uninviting’ due to the sharp lines (remarked on as ‘rigid’). While professional looking, it also conveys a strong ‘institutional’ or ‘governmental’ feeling that many find off-putting.

“It’s professional, but just too cold. I don’t know if it’s the super pointy A or hard lines in the name, but it feels like a very rigid institution.”



Consumer 5%
Employer 3%

Although this is a hugely successful program in reality, it goes to show that what resonates in one state may not in another. Floridians put this mark on the bottom indicating that it looks too ‘governmental’ or ‘institutional’.

“This screams government program.”

“This gives the same feeling as getting a letter from the IRS.”





APPENDIX - RESPONDENT PROFILE

Employer Characteristics

Gender	
Male	49%
Female	49%
Prefer not to answer	2%
Type of Company	
For-Profit Establishment	57%
Non-Profit Agency or Establishment	23%
Government Entity	20%
Size of Company	
1 - 9 Employees	20%
10 - 49 Employees	27%
50 or More Employees	53%

Job Level	
C-Suite/Owner	26%
Executive/Senior Mgmt	33%
Human Resources	21%
“Job Expert” Who Will Teach Apprentice	20%
Job Tenure	
Less than 1 year	6%
1 to 3 years	31%
4 to 5 years	22%
More than 5 years	41%

Industry	
Information Technology	22%
Construction	20%
Hospitality	14%
Healthcare	13%
Finance	11%
Energy	8%
Advanced Manufacturing	6%
Transportation	6%
Apprenticeship Presence	
Currently have apprentices	51%
Have never had apprentices	25%
Had apprentices in the past, but not currently	24%

14% have 1,000 or more employees



Consumer Demographics

Gender

Male	44%
Female	55%
Prefer not to answer	1%

Age

18 -21	18%
22 -26	20%
27 -30	18%
31 - 34	19%
35 - 40	22%
41 - 65	3%

Veteran Status

Yes	4%
No	96%

Currently Enrolled

Community or State College	11%
Technical College	7%
Trade School	3%
Four Year College	17%
None of these	62%

Highest Level of Education

< High school diploma	5%
High school diploma or GED equivalent	35%
Some college/trade school	7%
Technical College/Trade School Certification	5%
Some college	35%
Two Year AA degree	7%
Four year college degree	6%

Length of Residency

Less than one year	4%
1 to 3 years	10%
4 to 5 years	7%
More than 5 years	79%

Receiving Public Assistance

Yes	20%
No	78%
Prefer not to answer	2%

Primary or Shared Custody of Children <18

Yes	45%
No	55%



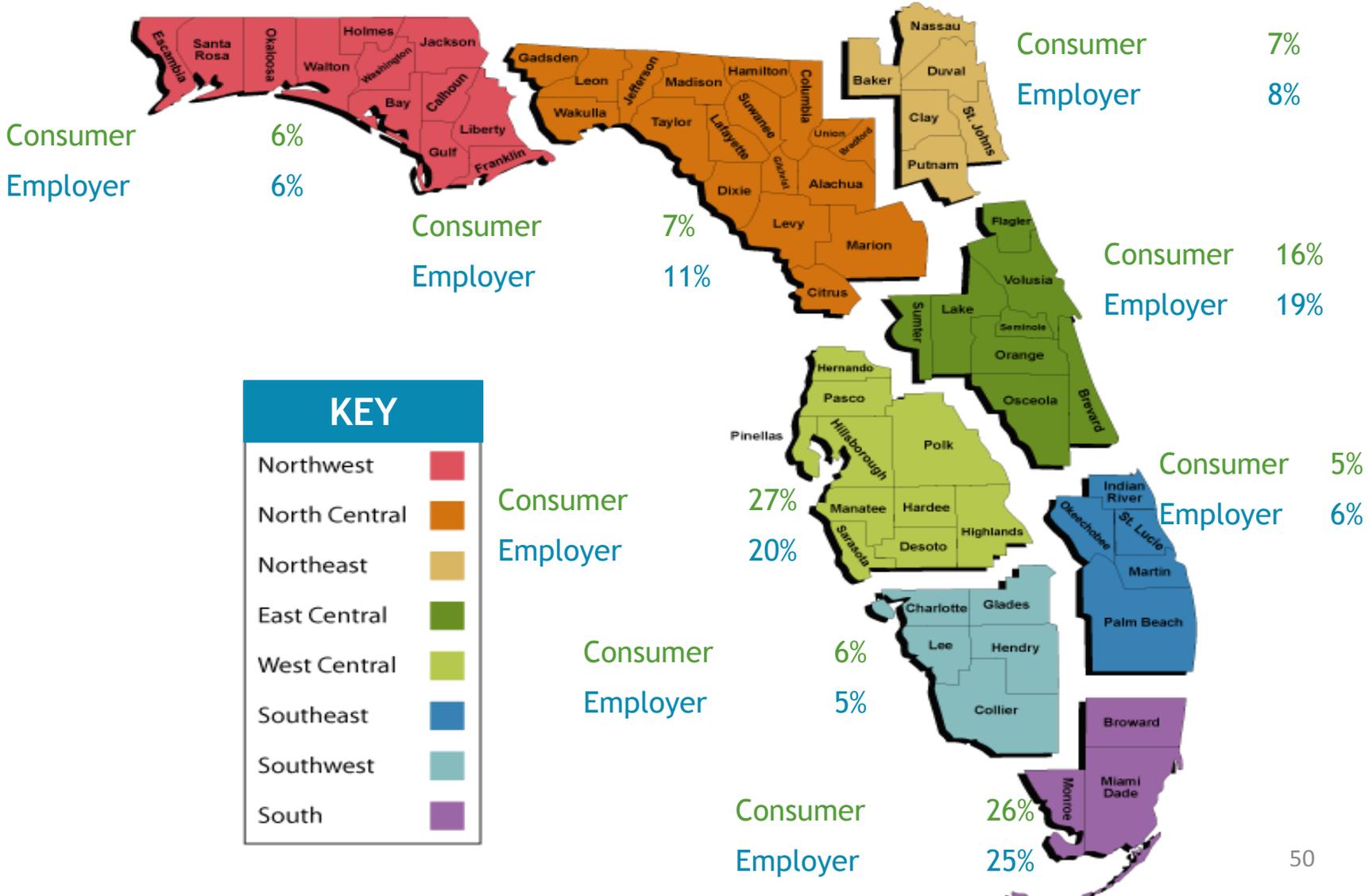
Additional Consumer Characteristics

Ethnicity	
Hispanic / Latino	25%
White	69%
Black or African American	21%
American Indian or Alaska Native	3%
Asian	2%
Prefer not to answer	5%
Apprenticeship Experience	
Currently an apprentice	12%
Was an apprentice in the past	23%
Never an apprentice	65%

Area of Interest	
Healthcare: Health Care Sanitary Technician, Medical Assistant, Pharmacist Assistant, Medical Coder/Biller, Surgical Technologist	43%
Hospitality: Baker, Cook, Housekeeper, Food Service Manager, Food Service Handler, Guest Services Agent, Lodging Manager	33%
Information Technology: Computer Operator, Computer Peripheral Equipment Operator, Computer Programmer, Information Management, Telecommunications Technician	33%
Finance: Bank Teller, Claims Adjuster, Insurance Underwriter, Credit Coordinator	30%
Energy: Electrician, Gas Utility Worker, Line Maintenance, Instrumentation Technician, Refinery Operator, Substation Operator	23%
Advanced Manufacturing: CNC Set-Up Programmer (Milling and Turning), Machinist (Precision), Industrial Maintenance Repairer, Mold Maker, Die Casting, Plastic Molding, Plastics Fabricator, Tool and Die Maker	19%
Transportation: Diesel Mechanic, Electronic Systems Technician, Heavy Equipment Mechanic, Ship Fitter, Truck Driver	19%
Construction: Bricklayer, Carpenter, Electrician, Elevator Constructor Mechanic, Pipe Fitter, Plumber	18%



Representation by Region





About Our Partners

Moore, formerly Moore Communications Group, is an integrated communications agency headquartered in Tallahassee with locations in West Palm Beach, Denver and New Orleans. We boast a multi-disciplined team of experts, skilled in all major capabilities including branding, advertising, digital marketing, public relations, media relations, advocacy, and crisis communications. Representing Fortune 500 companies and small organizations alike, we get results that matter.



Integrated Insight, Inc. is an analytics firm focused on helping organizations strategically and operationally out-behave the competition with data-driven insights and sophisticated decision analytics. Key areas of focus include New Business Development, Business Optimization, and Research and Consumer Insights.

