

State Standards of Apprenticeship

Developed by



Foreword

We Love Philly is one of the first Apprenticeship Programs specifically designed to engage high school graduates through pre apprenticeships and build a pathway to a livable wage career through Registered Apprenticeship

The We Love Philly Apprenticeship Standards provide a framework and opportunities for on-the-job learning, advancement and related instruction for the newly-apprenticeable creative occupations of Digital Marketer with more occupations to follow. These Standards were developed by the State of Pennsylvania's Department of Labor's Apprenticeship Training Office. Our curriculum and training are co created with our employer partners to ensure a win-win relationship within our ecosystem

We Love Philly is building pre-apprenticeship and apprenticeship opportunities in Pennsylvania collaborating with diverse employers to establish programs that meet the specific needs of local, statewide and regional industries. We Love Philly, as the Apprenticeship Sponsor also recognizes the need for, and insures the implementation of, diversity, sexual harassment and inclusion policies that create the conditions for equal access, pay equity, and safe workplaces for all.



PROGRAM QUALIFICATIONS

An aerial photograph of Philadelphia, Pennsylvania, taken during the "golden hour" of sunset. The city's skyline is visible, including the prominent clock tower of Independence Hall on the left and the modern, glass-walled structure of the Comcast Center on the right. The sky is a mix of orange, red, and blue. A white rectangular text box is centered over the image, containing the title and main text of the document.

Section I

EQUAL OPPORTUNITY PLEDGE

We Love Philly — and all We Love Philly employers — will not discriminate against apprenticeship applicants or apprentices based race, color, religion, national origin, sex (including pregnancy and gender identity), sexual orientation, genetic information, or because they are an individual with a disability or a person 40 years old or older.

We Love Philly will take affirmative action to provide equal opportunity in apprenticeship and will operate the apprenticeship program as required by law.

Section II

QUALIFICATIONS FOR APPRENTICESHIP

Applicants will meet the following minimum qualifications. These qualification standards, and the score required on any standard for admission to the applicant pool, must be directly related to job performance, as shown by a statistical relationship between the score required for admission to the pool and performance in the apprenticeship program:

> AGE

Minimum qualifications required by We Love Philly for persons entering the apprenticeship program, with an eligible starting age not less than 16 years.

> EDUCATION

A high school diploma, General Educational Development (GED) equivalency or other high school equivalency credential is required. Applicants must provide an official transcript for high school and all GED records must be submitted, if applicable. Google Digital Marketing and E-Commerce Certification must be obtained by all applicants

> PHYSICAL

Applicants will be physically capable of performing the essential functions of the apprenticeship program, with or without a reasonable accommodation, and without posing a direct threat to the health and safety of the individual or others. Applicants may be required by the employer to pass a physical agility test or fitness test and will be screened for the current illegal use of drugs on acceptance into the program and prior to being employed.

> OTHERS

As appropriate and deemed required by employer partners and indicated in their Employer Acceptance Agreement (Appendix E).

Section III

TERM OF APPRENTICESHIP

The term of the occupation will be as specified in Appendix A for each occupation included in these standards with the required OJL or competence attainment supplemented by the required hours of related instruction as stated on the Work Process Schedule and Related Instruction Outlines (Appendix A).

We Love Philly may utilize a career lattice as a pathway for apprentices to move upward in the organization, which may or may not include interim credential leading to the Certificate of Completion of Apprenticeship or career lattice credential, if applicable.

Section IV

PROBATIONARY PERIOD

Every applicant selected for apprenticeship will serve a probationary period.

The probationary period cannot exceed 25 percent of the length of the program or 1 year, whichever is shorter. The probationary period shall be 500 of OJL hours.

During the probationary period, either the apprentice or We Love Philly may terminate the apprenticeship agreement, without stated cause, by notifying the other party in writing. The records for each probationary apprentice will be reviewed prior to the end of the probationary period. Records may consist of periodic reports regarding progression made in both the OJL and related instruction, and any disciplinary action taken during the probationary period.

Any probationary apprentice evaluated as satisfactory after a review of the probationary period will be given full credit for the probationary period and continue in the program.

After the probationary period, the apprenticeship agreement may be cancelled at the request of the apprentice or may be suspended or cancelled by We Love Philly for reasonable cause after documented due notice to the apprentice and a reasonable opportunity for corrective action. In such cases, We Love Philly will provide written notice to the apprentice and to the Registration Agency of the final action taken.

Section V

HOURS OF WORK

Apprentices will generally work the same hours as fully proficient workers (journeyworkers), except that no apprentice will be allowed to work overtime if it interferes with attendance in related instruction classes.

Apprentices who do not complete the required hours of OJL during a given segment will have the term of that segment extended until they have accrued the required number of hours of training.

Section VI

APPRENTICE WAGE PROGRESSION

Apprentices will be paid a progressively increasing schedule of wages and fringe benefits during their apprenticeship based on the acquisition of increased skill and competence on the job and in related instruction.

Before an apprentice is advanced to the next segment of training or to fully proficient or journeyworker status, We Love Philly will evaluate all progress to determine whether advancement has been earned by satisfactory performance in OJL and in related instruction courses. In determining whether satisfactory progress has been made, We Love Philly will be guided by the work experience and related instruction records and reports.

The progressive wage schedule and fringe benefits will be an increasing percentage of the fully proficient or journeyworker wage rate. The percentages that will be applied to the applicable fully proficient or journeyworker rate are shown on the attached Work Process Schedule and Related Instruction Outline (Appendix A). In no case will the starting wages of apprentices be less than that required by any minimum wage law that may be applicable.

Section VII

CREDIT FOR PREVIOUS EXPERIENCE

We Love Philly may grant credit toward the term of apprenticeship to new apprentices. Credit will be based on demonstration of previous skills or knowledge equivalent to those identified in these standards.

Apprentice applicants seeking credit for previous experience gained outside the supervision of We Love Philly must submit the request at the time of application and furnish such records, affidavits, and other documents to substantiate the claim.

An applicant who is a veteran and who wishes to receive consideration for military training and/or experience must submit a DD-214. Applicants requesting credit for previous experience who are selected into the apprenticeship program will start at the beginning wage rate. The request for credit will be evaluated and a determination made by We Love Philly during the probationary period, when actual on-the-job

and related instruction performance can be examined. Prior to completion of the probationary period, the amount of credit to be awarded will be determined after review of the apprentice's previous work and training/education record and evaluation of the apprentice's performance and demonstrated skill and knowledge during the probationary period.

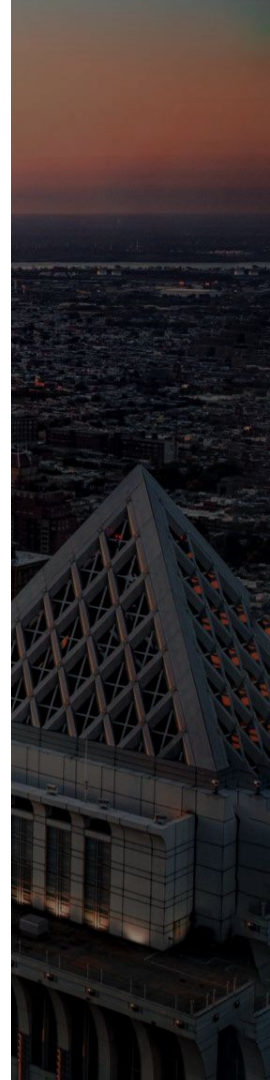
Section VIII

APPRENTICE WAGE PROGRESSION

After an applicant for apprenticeship has been selected, but before employment as an apprentice or enrollment in related instruction, the apprentice will be covered by a written apprenticeship agreement (Appendix B).

This agreement can be submitted electronically through the Registered Apprenticeship Partners Information Data System (RAPIDS 2.0), using the Apprentice Electronic Registration process by the We Love Philly and the apprentice and approved by and registered with the Registration Agency. Such agreement will contain a statement making the terms and conditions of these standards a part of the agreement as though expressly written therein. We Love Philly shall provide a copy of the apprenticeship agreement to the apprentice, the Registration Agency, and the employer. An additional copy will be provided to the veteran's state approving agency for those veteran apprentices desiring access to any benefits to which they are entitled.

Prior to signing the apprenticeship agreement, each selected applicant will be given an opportunity to read and review these standards, We Love Philly's written rules and policies, and the apprenticeship agreement. The Registration Agency will be advised within 45 days of the execution of each apprenticeship agreement and will be given all the information required for registering the apprentice.





Section IX

RESPONSIBILITIES OF THE APPRENTICE

Apprentices, having read these standards formulated by We Love Philly, agree to all the terms and conditions contained herein and agree to abide by We Love Philly's rules and policies, including any amendments, and to serve such time, perform such manual training, and study such subjects as We Love Philly may deem necessary to become a skilled journeyworker.

In signing the apprenticeship agreement, apprentices assume the following responsibilities and obligations under the apprenticeship program:

- A.** Maintain and make available such records of work experience and training received on the job and in related instruction as may be required by We Love Philly.
- B.** Maintain and make available such records of work experience and training received on the job and in related instruction as may be required by We Love Philly.
- C.** Maintain and make available such records of work experience and training received on the job and in related instruction as may be required by We Love Philly.

Section X WORK EXPERIENCE

During the apprenticeship, the apprentice will receive OJL and related instruction in all phases of the occupation necessary to develop the skill and proficiency of a skilled journeyworker.

The OJL will be under the direction and guidance of the apprentice's supervisor.

Section XI Related Technical Instruction

Every apprentice is required to participate in coursework related to the job as outlined in Appendix A. A minimum of 144 hours of related instruction is recommended for each year of the apprenticeship.

Apprentices agree to take such courses as We Love Philly deems advisable. We Love Philly will secure the instructional aids and equipment it deems necessary to provide quality instruction. In cities, towns, or areas having no vocational schools or other schools that can furnish related instruction, We Love Philly may require apprentices to complete the related instruction requirement through electronic media or other instruction approved by the Registration Agency.

Apprentices will not be paid for hours spent attending related instruction classes outside of normal work hours. We Love Philly will inform each apprentice of the availability of college credit, as applicable, for successful completion of this program.

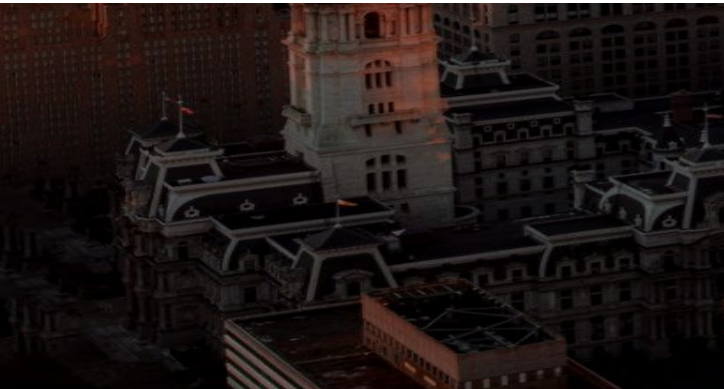
Any apprentice who is absent from related instruction will satisfactorily complete all coursework missed before being advanced to the next period of training. In cases of failure of an apprentice to fulfill the obligations regarding related instruction without due cause, We Love Philly will take appropriate disciplinary action and may terminate the apprenticeship agreement after due notice to the apprentice and opportunity for corrective action.

To the extent possible, related instruction will be closely correlated with the practical experience and training received on the job. We Love Philly will monitor and document the apprentice's progress in related instruction classes.

We Love Philly will secure competent instructors whose knowledge, experience, and ability to teach will be carefully examined and monitored. We Love Philly may require the instructors to attend instructor training to meet the requirements of 29 CFR § 29.5(b) (4)(i)(ii) or state regulations.

Section XII SAFETY AND HEALTH TRAINING

All apprentices will receive instruction in safe and healthful work practices both on the job and in related instruction that are in compliance with the Occupational Safety and Health Administration standards promulgated by the Secretary of Labor under 29 U.S.C. 651 et seq., as amended, or state standards that have been found to be at least as effective as the federal standards.





Section XIII

CERTIFICATE OF COMPLETION OF APPRENTICESHIP

Upon satisfactory completion of the requirements of the apprenticeship program as established in these Standards, We Love Philly will so certify to the Registration Agency and request the awarding of a Certificate of Completion of Apprenticeship to the completing apprentice(s). Such requests may be completed electronically using the Registered Apprenticeship Partners Information Data System (RAPIDS)

or in writing using the supplied PA Department of Labor, ETA, Office of Apprenticeship, Application for Certification of Completion of Apprenticeship Form in (Appendix B), accompanied by the appropriate documentation for both on- the-job learning and the related instruction as may be required by the Registration Agency.

OUR PROGRAM

Offers Digital Marketing Certification

The We Love Philly Digital Marketing Apprenticeship gives young people the opportunity to get on the job training while gaining industry recognized credentials and a progressive wage.



“The We Love Philly Apprenticeship program helped unlock parts of me I didn’t know existed” - **Andrea S.**

We Love Philly Apprentice with 1SEO



PROGRESSIVE WAGE SCHEDULE

Progressive Wage Schedule

Apprentices shall be paid a progressively increasing schedule of wages based on a percentage of the current minimum hourly journeyworker wage rate, which is no lower than \$25 per hour.

In no case will the starting wages of apprentices be less than that required by a minimum wage law that may be applicable.

Period*	% of Journeyworker Wage	Wage Amount in Dollars**	Hours	Competency
1 st	64%	\$16.00		competency 1-4
2 nd	72%	\$18.00		competency 5-8
3 rd	80%	\$20.00		competency 9-12
4 th	92%	\$22.50		competency 13-16
Journeyworker Entry Wage	100%	\$25.00		

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4 th	92%	\$22.50		competency 13-16
Journeyworker Entry Wage	100%	\$25.00		

Testimonial

“ We Love Philly was a turning point for my life. Thanks to their real world approach, I was able to mentally and financially benefit from their life lessons and on-site opportunities in a way that leaves me confident about my future”

Thayid Wilson

We Love Philly
Apprentice with 1SEO



FOLLOW US FOR MORE **INFORMATION**

Please feel free to call us at 267-702-8698) or contact us by (email),
if you require any further information.

1

EMAIL

carlos@welovephilly.org

2

OUR ADDRESS

4324 K St
Philadelphia, PA 19124
United States



THANK YOU