

# Cañada College Apprenticeship Program

*David Gainey*



# Our Team



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*Dean, Business, Design  
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*Director, Workforce  
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**David Gainey**  
*Project Director  
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# Overview

## Programs:

Extended Reality (XR)  
Digital Marketing



## Grants:

California Apprenticeship Initiative (CAI)

- CAI Extended Reality Pre-apprenticeship
- CAI Extended Reality Apprenticeship
- CAI Digital Marketing Pre-apprenticeship
- CAI Digital Marketing Apprenticeship

## Goals:

- 100 students
- 25 apprentices
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- 25 apprentices

# XR Pre-apprenticeship Courses

Summer 2022, Summer & Fall 2023

## Offered:

- Not-for-credit
- No G#s
- 8-16 weeks
- Technical Training

## Results:

- 65 students enrolled
- 20 students completed in good standing
- Wide range previous experience
- Wide range levels of education
- Soft skills underdeveloped
  
- No additional pathway in place
- Did not place with employer



# XR Pre-apprenticeship Courses

Summer 2022, Summer/Fall 2023

## Lessons Learned:

- Need a more comprehensive pre-apprenticeship course
- Need a more cohesive cohort of students
- Need all students to have access to district services
- Need a well-defined apprenticeship course pathway
- Need industry engagement and employer buy-in early in process



# All XR & Digital Marketing Courses

Starting Spring 2025

## Past:

- Not-for-credit
- No G#s
- 8-16 weeks
- Technical Training

## Going Forward:

- For-credit
- Students fully onboarded and supported
- 16 weeks
- Comprehensive technical training
- Soft skills training: résumé, portfolio, interviewing
- Students apply for apprenticeship positions and transition to apprenticeship course pathway.



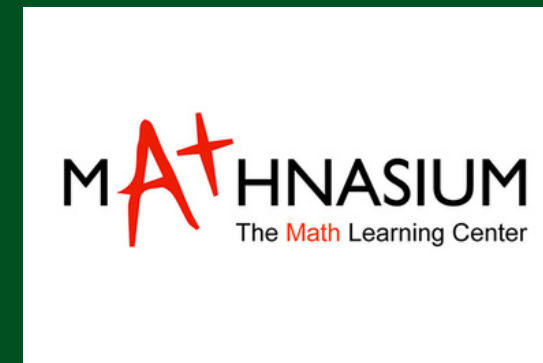
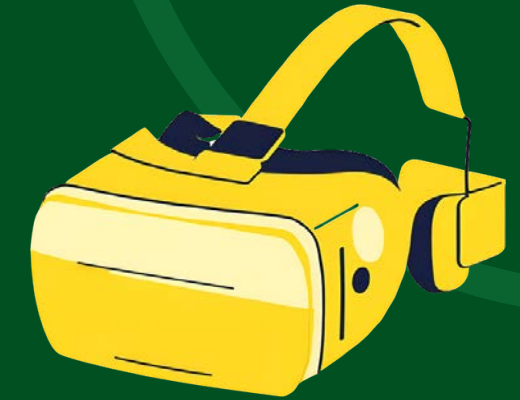
## Things we are doing right now:

- Implementing new Curriculum Pathways
- Updating all standards with the Division of Apprenticeship Standards
- Establishing Employer Partnerships

## Objectives:

- **6 courses approved**  
**20 students in pre-apprenticeship**
  - **Transition from Time-based to Competency-based training**
  - **6 active apprentices, Fall 2025**
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# Potential partnerships:







***Thank You!***

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