

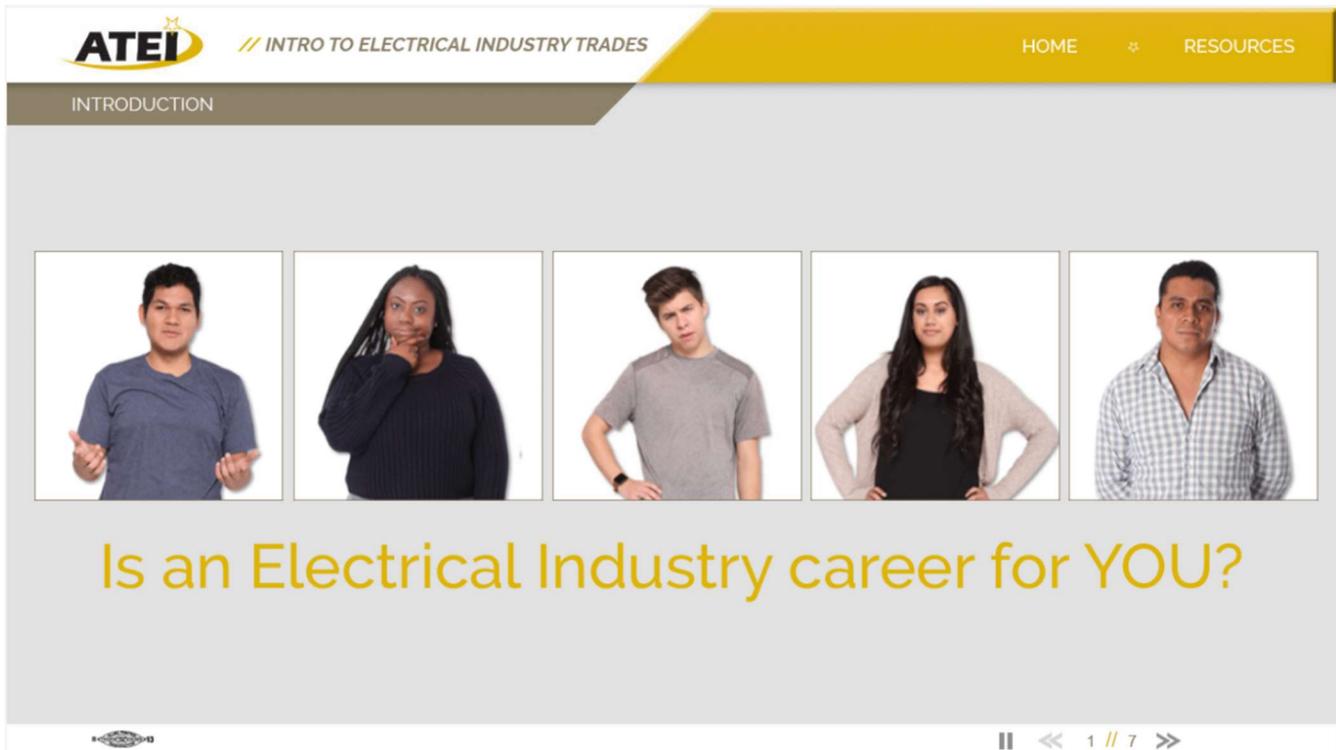
ATEI: Introduction to Electrical Industry Trades

This course for Apprentice Training for the Electrical Industry (ATEI) and IBEW98 sought to help potential apprentices understand the value of a career in electrical trades. Through narration and interactions, I sought to help applicants consider the various roles and responsibilities and weigh options for a trades career versus pursuing a college degree path. It was important to show a diverse range of people to enable any potential candidate to “see themselves” in the electrical trades. This was shared through career fairs, promotions, and the IBEW98 website.

Audience: High school and young adults

Development tools: Captivate, Audacity, Photoshop

Activities: Instructional Designer, visual/UX design, script writing, QA, development, client communications



The screenshot shows the top section of a website. At the top left is the ATEI logo, which includes a crown icon above the letters 'ATEI'. To the right of the logo is the text '// INTRO TO ELECTRICAL INDUSTRY TRADES'. On the top right, there are navigation links for 'HOME' and 'RESOURCES'. Below the navigation bar, the word 'INTRODUCTION' is displayed in a dark grey bar. The main content area features five portrait photographs of diverse young adults. Below these photos, the text 'Is an Electrical Industry career for YOU?' is written in a large, bold, yellow font. At the bottom of the page, there is a small logo on the left and a navigation bar on the right containing a play button, a back arrow, the number '1', a double vertical bar, the number '7', and a forward arrow.

PATHWAYS TO SUCCESS

A Lifelong Career

IBEW Apprenticeship offers a "golden ticket to the Middle Class" and starts you on a lifelong pathway to success.

Select each image to find out just how far a career in the Electrical Trades may take YOU!



APPRENTICE



JOURNEYWORKER



CRAFTSPERSON



FOREMAN



PROJECT MANAGER



BUSINESS OWNER



IS THERE A PLACE FOR YOU?

Ask an Electrical Worker!



Jacy Gaines
1st Year Apprentice



Edward Gonzalez
5th Year Apprentice



Karl Myers (Army Veteran)
Journeyworker



THE BIG PICTURE



EXIT



INTRODUCTION

Apprenticeship? Path to Success



WHAT IS APPRENTICESHIP?

A Time-Honored Tradition



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A Time-Honored Tradition



WHAT MAKES A GOOD APPRENTICE?

What Behaviors Help?

Consider whether these behaviors might help or hurt you in the Apprenticeship Program: Drag and drop each into the appropriate box.

- Strong mechanical skills
- Great practical joker
- Being a loner
- Being opinionated
- Good listening skills
- Reliable transportation
- Messy
- Asking questions
- Can admit mistakes
- Questioning authority
- Team player
- Self-motivated learner
- Flexibility
- Good observational skills
- Major Social Media user
- A hard worker

HELP

HURT

Reset

Submit



IS APPRENTICESHIP FOR YOU?

- Academic Requirements
- Time Management
- Interviewing
- Reliable Transportation
- Physical Requirements
- Work Environment
- Fear of Discrimination
- Finding a Job

Click each aspect of the Apprenticeship experience that you think may be challenging.



Which Path Is for YOU?

TRADES?

- ◆ Applied Associate Degree
- ◆ Completed Apprenticeship
- ◆ Paid on-the-job training
- ◆ Full-time work experience
- ◆ Full-time employment
- ◆ Paid Benefits
- ◆ Tuition-free education
- ◆ Union job placement



COLLEGE?

- ◆ Bachelor's or Associate's Degree?
- ◆ Possible Internship?
- ◆ Nonspecific job training?
- ◆ Part-time experience?
- ◆ Job hunting?
- ◆ Private-pay health insurance?
- ◆ Student loans?
- ◆ More job hunting?

