

# A revolutionary blueprint for the future of work. A new model of reform for the digital generation.

*Arts2Work is a national workforce initiative designed to provide new infrastructure, equity, and economic sustainability for creative workers, businesses, organizations and communities across the United States. Learn more at [arts2work.media](https://arts2work.media).*

A program of

**THE ALLIANCE**  
FOR MEDIA ARTS + CULTURE

## A vision that transforms communities & changes lives

### Arts2Work includes...

- ▶ the first ever federally-registered National Apprenticeship Program in media arts and creative technologies
- ▶ the Arts2Work Accelerator Fund to support diversity, access and social entrepreneurship
- ▶ the Arts2Work policy hub, offering collective workplace policies to build diversity with intention, prioritize equal pay, and prevent sexual harassment

The media arts sector has been completely left out of the national workforce development infrastructure — until now.

For an inner-city high school senior with digital talent, a journalist rejoining the workforce after raising children, an entry-level assistant advancing their skills, a veteran with communications experience ready to enter the civilian job market, or a liberal arts college grad paying off student loans — Arts2Work can provide that new and transformative career opportunity.

Arts2Work employers will be the industry leaders of the digital generation who put an end to inequality in the workplace. Arts2Work is a plan for the future — a model for change where artists, communities and economies thrive.

### Arts2Work will...

- ▶ train people for sustainable creative careers
- ▶ provide pathways out of poverty
- ▶ empower innovation and equity in business
- ▶ build community resilience

### Arts2Work apprentices will become part of a network that includes access to...

- ▶ professional development
- ▶ grants for creative projects
- ▶ lifelong learning
- ▶ entrepreneurship training

# Arts2Work national apprenticeship program

Artists and Creative Producers are innovators and economic engines of our country — they should be able to benefit from a set of professional training and on-the-job learning opportunities like those available to their counterparts in health, science, technology, business and the trades. Because of Arts2Work, now they can.

## ▶▶ ACCESS FOR ALL

Arts2Work offers access to subsidized, high-quality apprenticeship and professional development programs in media arts and creative technologies with special outreach to communities of color, women, youth, veterans, the disabled, and formerly incarcerated.

## ▶▶ DIVERSE PARTNER NETWORK

Arts2Work partners with federal, state and local government, workforce representatives, and a network of nonprofit media organizations, to recognize and support the vast and vital contributions of working artists to our economy through a national system of investment in creative people, nonprofit organizations, businesses and arts institutions.

## ▶▶ NEW CREATIVE CAREER LADDER

Arts2Work extends well beyond current workforce solutions to introduce opportunities in areas not previously considered for apprenticeships. The first Arts2Work job categories are Multimedia Producer (including Audio, VR + AR) and Digital Video Editor. In the future, we will include Digital Archivist, Game Designer, Creative Coder, New Media Director (including AI + machine learning), and Audio Engineer.

## ▶▶ NEXT GENERATION WORKPLACE POLICIES

Arts2Work prioritizes safe and equitable work environments through collective, progressive policies focused on diversity, equal pay, and sexual harassment.

## ▶▶ INNOVATIVE PROGRAM MODEL

Arts2Work is a one-year, competency-based program. Apprentices may be new employees or incumbent workers looking to acquire advanced skills. Arts2Work provides the program model as well as support identifying new hires. The Arts2Work program model may be customized by employers in collaboration with Arts2Work.



## Join us.

We look forward to connecting with strategic partners as we build towards the Arts2Work national program launch in 2019. If you are an employer, nonprofit media arts training center or community college, state workforce board, apprentice, or funder — we'd love to hear from you. Let's build this change together.

### Wendy Levy

Executive Director  
*The Alliance for Media Arts + Culture*

Founder  
Arts2Work

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For general questions, drop an email to [arts2workinfo@thealliance.media](mailto:arts2workinfo@thealliance.media).

An Arts2Work team member will respond shortly.

## Apprentice Requirements

Arts2Work Apprentices must have a high school diploma or GED. Apprentices without prior media production experience will be required to master a set of basic production skills through pre-apprenticeship training courses at Arts2Work certified training centers or online. During the Apprenticeship year, a specified number of advanced training courses will be required, in consultation with the employer.

## Financing

Arts2Work (a program of The Alliance for Media Arts + Culture, a 501c3 nonprofit organization) is eligible for federal and state funding, private investment and grants to cover program costs, and supports participating employers to qualify for subsidies through the Workforce Investment Opportunity Act (WIOA) and state workforce boards. Additional state tax credits, employee tuition benefits and training support programs may be available.

