

An Initiative of the California Workforce Development Board

BRIC Foundation's Arts Media and Entertainment (AME)-HRTP will partner with a network of Registered Apprenticeship Programs (RAP) and entertainment industry union training programs to target high-skill, high-wage jobs in AME industries. This project will address labor's and management's challenges around building and sustaining a more diverse and inclusive workforce through various collaborative strategies, such as providing funding to participating unions and community-based organizations to create accessible inroads through registered apprenticeship and training.

Worker voice will be prioritized through mentorship, establishment of a standard for fair pay, and listening circles, while environmental sustainability will be prioritized by leveraging the work of Sustainable Production Alliance and coordinating sustainability efforts across the sector. AME-HRTP came out of BRIC's work with the California Department of Education and the establishment of the Entertainment Equity Alliance, which aims to unite workforce intermediaries, RAP sponsors, county and state government partners, research and policy partners, community-based organizations, and labor partners to establish a collaborative system for recruitment, mentorship, on-the-job training, and retention of diverse talent.

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## PROJECT HIGHLIGHTS

- Providing OJT opportunities for high-wage, high-skill jobs through registered apprenticeship and union training programs.
- Providing ongoing mentorship for each participant.
- Providing career coaching, essential workplace skills training, and post-apprenticeship support to candidates for permanent employment opportunities.
- Engaging community-based organizations as recruitment and training hubs.
- Engaging community leaders as advisors to ensure programs meet the needs of their constituents.
- Engaging employers to expand AME-HRTP OJT opportunities for specific populations.
- Engaging with organizations serving system impacted populations to build programs within juvenile and adult facilities.
- A survey will be shared with workers across AME industries to better understand their experiences, pay, weekly hours, etc. that can help define program goals around job quality, worker health and target pathways.

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## KEY PARTNERS

- South Bay Workforce Investment Board
  - California Department of Education (AME)
  - California Film Commission
  - Los Angeles Regional Community College Consortium
  - Bay Area Community College Consortium
  - Entertainment Industry Foundation
  - CVL Economics
  - Local Education Agency Partners
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