

Division of Apprenticeship Standards (DAS)

Apprenticeship Program Summary Sheet

To: Adele Burnes, Chief
From: Scotty Fung
CC: DAS, Program Planning & Review Unit
Date: December 18, 2025

Program Name: Downey Made Apprenticeships
Industry: Arts, Media & Entertainment
DAS File No.: 101483
Grant Awardee: ☐ No ☒ Yes CAI

Action(s):

- ☒ Proposed new apprentice program
- ☐ Existing apprenticeship program adding new occupations
- ☐ Existing apprenticeship program expanding area of operations
- ☐ Existing apprenticeship program changing work processes on approved occupations

Labor Organization(s) Representing Apprentices:

None

Request for Approval under Labor Code 3075:

Downey Made Apprenticeships is not intended to train in the building and construction trades and is not eligible to dispatch apprentices to projects with public works, prevailing wage or skilled and trained workforce requirements within the meaning of Labor Code sections 1720 and 3075 and will not train or dispatch apprentices in the building and construction trades or firefighters occupations.

Comments:

The Online Merchants and Producers/Directors for Social Media Content Creation Apprenticeship Program addresses the growing need for professionals who can merge creativity, marketing strategy, and digital commerce in today's online marketplace. As companies increasingly depend on social media to build brand awareness and drive revenue, there is a high demand for skilled individuals who can design, produce, and manage engaging digital content while understanding e-commerce trends and analytics. This program provides hands-on experience and industry mentorship to prepare apprentices with the creative, technical, and business skills essential for success in the fast-paced world of social media content creation and online marketing.

Downey Made Apprenticeships will oversee the apprenticeship program herein and seeks approval from the Department of Industrial Relations, Division of Apprenticeship Standards for the following:

Proposed Occupation, Wage Rate & O*Net Code:

- Online Merchant O*Net: 13-1199.06
 - Professional Worker Wage: \$22.23 per hour
 - Proposed Apprentice Wage: \$16.50 per hour
 - Proposed No. of Apprentices: 2

- Producers and Directors O*Net: 27-2012.00
 - Professional Worker Wage: \$30.61 per hour
 - Proposed Apprentice Wage: \$16.50 per hour
 - Proposed No. of Apprentices: 2

Proposed Employers:

- Downey Unified School District - 11627 Brookshire Avenue Downey, CA 90241
 - Occupation(s): Online Merchant, Producers and Directors

Downey Made Apprenticeships Program Standards

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Article I Purpose and Policy

The parties hereto declare it to be their purpose and policy to establish an organized, planned system of apprenticeship, conducted as an education-sponsored, employer-based undertaking.

These standards have, therefore, been adopted and agreed upon under the Shelley-Maloney Apprentice Labor Standards Act of 1939, as amended, to govern the employment and training of apprentices in the trade, craft or occupation defined herein, to become effective upon their approval.

Article II Craft, Trade or Occupation, Related and Supplemental Instruction, Term of Apprenticeship, Ratio, Wage Schedule and Work Training

Occupation	O*Net Code	Attachment
Online Merchant	13-1199.06	B-1
Producers and Directors	27-2012.00	B-2

Article III Organization

For each employer participating in this program, an "Employer Agreement" (See Attachment D) will be provided to specify the information particular to that employer as noted herein, including the option to waive or offer participation on the committee, employer committee members will be selected as outlined in the rules & regulations.

Article IV Jurisdiction

These standards shall apply to the employer and employee organizations signatory hereto; their members, to other employers who subscribe hereto or who are party to a collective bargaining agreement with an employee organization(s) signatory hereto, and to all apprentice agreements hereunder.

Area Covered by Standards: Los Angeles and Orange Counties

Article V Functions

The functions of the apprenticeship committee shall be to:

- 1) develop an efficient program of apprenticeship through systematic on-the-job training with related and supplemental instruction and periodic evaluation of each apprentice;
- 2) serve in an advisory capacity with employers and employees in matters pertaining to these standards;

- 3) ensure the program's ability, including financial ability, and commitment to meet and carry out its responsibilities under federal and state law and regulations applicable to the apprenticeable occupation and for the welfare of the apprentice;
- 4) aid in the adjustment of apprenticeship disputes;
- 5) develop fair and impartial selection procedures and an affirmative action plan in accordance with existing laws and regulations and apply them uniformly in the selection of applicants for apprenticeship.

Article VI Responsibilities

The responsibilities of the apprenticeship committee shall be to:

- 1) supervise the administration and enforcement of these standards;
- 2) adopt such rules and regulations as are necessary to govern the program provided that the rules and regulations do not conflict with these standards;
- 3) conduct orientations, workshops or other educational sessions for employers to explain the apprenticeship program's standards and the operation of the apprenticeship program;
- 4) pass upon the qualification of employers and, when appropriate, to suspend or withdraw approval;
- 5) conduct on-going evaluation of the interest and capacity of employers to participate in the apprenticeship program and to train apprentices on the job;
- 6) make periodic evaluations of each apprentice's on-the-job training and related and supplemental instruction;
- 7) ensure safe work site facilities, skilled workers as trainers at the work site, and safe equipment sufficient to train apprentices;
- 8) determine the qualifications of apprentice applicants and ensure fair and impartial treatment of applicants for apprenticeship selected through uniform selection procedures;
- 9) file a signed copy, written or electronic, of each apprentice agreement with the Division of Apprenticeship Standards, within 30 days of execution, with copies to all parties to the agreement;
- 10) establish and utilize a procedure to record and maintain all records of the apprentice's worksite job progress and progress in related and supplemental instruction;
- 11) establish and utilize a system for the periodic review and evaluation of the apprentice's progress in job performance and related instruction;
- 12) discipline apprentices, up to and including termination, for failure to fulfill their obligations on-the-job or in related instruction, including provisions for fair hearings;
- 13) annually prepare and submit a Self-Assessment Review as well as a Program Improvement Plan to the Chief of the Division of Apprenticeship Standards;

- 14) ensure training and supervision, both on the job and in related instruction, in first aid, safe working practices and the recognition of occupational health and safety hazards;
- 15) ensure training in the recognition of illegal discrimination and sexual harassment;
- 16) establish an adequate mechanism to be used for the rotation of the apprentice from work process to work process to ensure the apprentice of complete training in the apprenticeable occupation including mobility between employers when essential to provide exposure and training in various work processes in the apprenticeable occupation;
- 17) establish an adequate mechanism that will be used to provide apprentices with reasonably continuous employment in the event of a lay-off or the inability of one employer to provide training in all work processes as outlined in the standards;
- 18) comply with meaningful representation requirements for the interests of apprentices in the management of the program where apprentices are at least equally represented on an advisory panel established by the apprenticeship committee responsible for the operation of the program;
- 19) adopt changes to these standards, as necessary, subject to the approval of the parties hereto and the Chief of the Division of Apprenticeship Standards.

Article VII Definition of an Apprentice

An apprentice is a person at least 16 years of age, who has met the requirements for selection under the selection procedures of participating employer, who is engaged in learning a designated craft or trade and who has entered into a written apprentice agreement under the provisions of these standards.

Article VIII Duties of an Apprentice

Each apprentice shall satisfactorily perform all work and learning assignments both on the job and in related instruction and shall comply with the rules, regulations and decisions of the apprenticeship committee.

Article IX Apprentice Agreement

- 1) Each apprentice agreement shall conform to the State law governing apprentice agreements, and shall be signed by the employer, by the program sponsor, and by the apprentice and must be approved by the apprenticeship committee.
- 2) Each apprentice shall be furnished with a copy of or be given an opportunity to study these standards before registration. These standards shall be considered a part of the apprentice agreement as though expressly written therein.

- 3) If the apprentice is under 18 years of age, the agreement must be signed by the apprentice's parent or guardian. When the period of training extends beyond 18, the apprentice agreement shall likewise be binding to such a period as may be covered.

Article X Termination and Transfer of Agreements

- 1) During the probationary period, an apprentice agreement shall be terminated by the apprenticeship committee at the request in writing of either party. After such probationary period, an apprentice agreement may be terminated by the Administrator by mutual agreement of all the parties thereto or cancelled by the Administrator for good and sufficient reason.
- 2) If an employer is unable to fulfill his/her obligations to train under any apprentice agreement or in the event of a layoff, the apprenticeship committee may, with the approval of the Administrator, transfer such agreement to any other employer if the apprentice consents, and such other employer agrees to assume the obligation of said apprentice agreement.

Article XI Lay-off

- 1) If for any reason a lay-off of an apprentice occurs, the apprentice agreement shall remain in effect unless cancelled by the Administrator. However, credit for related instruction shall be given when the apprentice continues such instruction during the lay-off.
- 2) There shall be no liability on the part of the employer, the program, or the committee for an injury sustained by an apprentice engaged in schoolwork at a time when the apprentice is unemployed.

Article XII Controversies

All controversies or differences concerning apprentice agreements that cannot be adjusted locally by the apprenticeship committee or otherwise shall be submitted to the Administrator for determination.

Article XIII Certificate of Completion

- 1) In addition to previous on-the-job training and related school instruction, which is of an approved nature, the Apprentice shall have completed not less than an additional six (6) months as an apprentice under the laws of the State of California and demonstrated mastery of the skills and knowledge of the prescribed program.

- 2) In recognition of unusual ability and progress, the apprenticeship committee may decrease the term of apprenticeship for an individual apprentice not more than twelve and one-half percent (12½%).
- 3) Upon evidence of satisfactory completion of apprenticeship, and upon the recommendation of the apprenticeship committee, each apprentice will be issued a Certificate of Completion by the authority of the Chief of the Division of Apprenticeship Standards and the Interagency Advisory Committee on Apprenticeship.

Article XIV Equal Opportunity in Apprenticeship

The recruitment, selection, employment and training of apprentices during their apprenticeship shall be without discrimination because of race, religious creed, color, national origin, ancestry, physical disability, mental disability, medical condition, genetic information, marital status, sex, gender, gender identity, gender expression, age, sexual orientation or veteran or military status.

Downey Made Apprenticeships will ensure selection procedures meet objective standards and maintain a fair and equitable selection process for all applicants.

Article XV Written Applications

Applications for apprenticeship will be accepted:

Applications will be accepted via email at: apprenticeships@dusd.net

Article XVI Records

All records will be maintained, in written or electronic form, for five (5) years and kept at:

Downey Made Apprenticeships
c/o College and Career Readiness
Downey Unified School District
11627 Brookshire Avenue
Downey, CA 90241

Article XVII Annual Compliance

Downey Made Apprenticeships will submit an annual compliance report to the Division of Apprenticeship Standards as requested by the Division.

Downey Made Apprenticeships agrees to accept electronic signatures for these Standards and all related Division of Apprenticeship Standards documents.

The foregoing standards are hereby agreed to and adopted by Downey Made Apprenticeships on November 12, 2025 (Committee approval date).

Employer Organization

Downey Unified School District
11627 Brookshire Avenue Downey, CA 90241

Allan Tyner, Ed.D., Dir of College and Career Readiness Date

The foregoing apprenticeship standards, being in conformity with the applicable California Labor Code, California Code of Regulations and Federal Regulations, are hereby approved

(DAS approval date)

Adele Burnes, Chief Date
Division of Apprenticeship Standards

Attachment B-1

Training Schedule and Working Conditions

Downey Made Apprenticeships

Occupation

Occupation: Online Merchant

O*Net Code: 13-1199.06

Article I Term of Apprenticeship and Probation

The standard term of apprenticeship shall be a competency-based approach, with approximately 1980 on-the-job training (OJT) hours, 144 related and supplemental instruction (RSI) hours, and completed within approximately 24 months.

The period of probation shall be reasonable in relation to the full apprenticeship term, with full credit given for such period toward completion of the apprenticeship, and in no event shall exceed the shorter of 25 percent of the length of the program or one year. The period of probation shall be 6 months.

Article II Wage Schedule

Professional Worker Wage:

\$ 22.23 per hour effective 1/1/2025.

Apprentice Wage and Advancement Schedule:

In no case shall an Apprentice receive a starting wage that is less than the applicable federal, state or local entity (city or county) minimum wage, whichever is higher for the county or city where the apprentice is working. The applicable minimum wage law shall establish the effective date of the minimum wage.

To advance from one period to the next, the apprentice shall have met the following requirements:

For In-high school apprentices:

In-School Youth apprentices must be compensated at or above the applicable federal, state or local entity (city or county) minimum wage, whichever is higher for the county or city where the apprentice is working. Upon completion of high school, In-School Youth apprentices must be compensated at or above the wage schedules shown in the Out-of-School Youth and Non-Youth Apprentice section of these Standards.

To advance from one period to the next, In-School Youth apprentices shall have met the following requirements for no less than the wages stated below:

Counties	1 st period	2 nd period
Completed competencies	0-50%	50-100%
Los Angeles County	17.87	18.37
Orange County	16.50	17.00

For out-of-high school apprentices:

All apprentices participating in the program while not enrolled in High School must be compensated at or above the wage scales shown below.

Counties	1 st period	2 nd period
Completed competencies	0-50%	50-100%
Los Angeles County	20.01	20.51
Orange County	19.32	19.82

Hours of Work and Working Conditions and Overtime Provision:

Eight hours of labor constitutes a day's work. Employment beyond eight hours in any workday or more than six days in any workweek requires the employee to be compensated for the overtime at not less than one and one-half times the employee's regular rate of pay for all hours worked in excess of eight hours, up to and including 12 hours in any workday, and for the first eight hours worked on the seventh consecutive day of work in a workweek; and double the employee's regular rate of pay for all hours worked in excess of 12 hours in any workday and for all hours worked in excess of eight on the seventh consecutive day of work in a workweek. If employers utilize an alternative workweek schedule in accordance with the California Industrial Welfare Commission Orders, the overtime will be determined and paid in accordance with the applicable alternative workweek provisions.

The workday and workweek and all other conditions of employment for apprentices shall conform to all applicable laws and regulations and shall not be greater than for those of a professional worker.

Overtime shall not be allowed if it will interfere with or impair the training or be detrimental to the health and safety of the apprentice.

Article III Work-Training

- 1) The employer shall see that all apprentices are under the supervision of a qualified professional worker or instructor and shall provide the necessary diversified experience and training in order to develop the apprentice into a proficiently skilled worker, as outlined herein.
- 2) Each apprentice shall be trained in the use of new equipment, materials and processes as they come into use in the occupation.
- 3) The major categories in which apprentices will be trained (although not necessarily in the order listed) are as follows:

The Competencies shall be measured by demonstrating the following tasks:

Demonstrates Fundamentals: Apprentice can perform the task with some coaching.

Proficient in Task: Apprentice performs tasks properly and consistently.

Completion Date: Date the apprentice completes final demonstrations of competency.

Detailed Work Activities: Initial and date each task when competency has been completed.

Competencies	Date completed	Initial
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Business Development & Professional Skills

- Brainstorm and define a hypothetical business concept, including the name and mission statement.
- Create a business plan outlining goals, target customers, and growth strategies that transparently disclose where AI assistance was used in analysis or strategy development.
- Create professional documents using Microsoft Office tools (Email, Word, Excel, PowerPoint, etc.) that are error-free, on time, and responsibly utilize AI tools for proofreading and formatting.
- Build a professional online presence through an updated LinkedIn profile and digital portfolio (such as a blog, vlog, or podcast) that authentically represents the work.
- Distinguish between AI-generated and human-created content, and demonstrate ethical AI literacy

E-Commerce Technical Infrastructure

- Devise and select a domain name and set up the customer-facing design of an online store using web programming or e-commerce software.
- Assess necessary technical services like web hosting, payment processing, and shopping cart software when applicable to the business
- Implement security measures, including data encryption and redundancy systems, to protect assets and customer privacy

Digital Content Creation

- Develop product descriptions for online storefronts, auction sites, social media, and other shopping platforms
- Create and upload professional product images and videos using photography or video equipment
- Use editing tools to ensure consistent presentation across the business's digital footprint.
- Generate engaging content for websites or social media using AI tools when helpful

Customer & Order Management

- Identify and target potential customer engagement strategies
- Develop a marketing and advertising plan
- Respond to customer questions or concerns through email, phone, or messaging about products, store policies, or shipping options
- Receive and process customer orders and payments using online payment systems
- Keep customers informed regarding the status of purchases and shipments

Product & Inventory Management

- Understand how to maintain optimal inventory levels through strategic ordering and purchasing
- Establish and propose appropriate product pricing strategies based on costs, market research, and profit goals
- Create business engagement for online storefronts, marketplace listings, and social media posts

Portfolio Development

- Produce and maintain an online portfolio showcasing created content
- Document the business development process with weekly updates
- Create promotional materials to market produced content using AI-assisted design tools
- Present projects at a public showcase, highlighting the balance of human creativity and AI assistance
- Maintain a portfolio through appropriate digital platforms (portfolio website, LinkedIn profile, YouTube channel, Instagram profile, TikTok collection, etc.)

Article IV Related Instruction

Apprentices shall satisfactorily complete prescribed courses of related and supplemental instruction, which will not be less than 144 hours per year. Related and supplemental instruction will be provided by Downey Unified School district.

Time spent in related and supplemental instruction may not be compensated.

Leadership: Principles and Practices of Effective Leadership 10 hours

Demonstrate effective leadership capabilities by establishing key performance indicators, overseeing project lifecycles from initiation to completion, engaging with clients, and mitigating operational challenges such as supply chain disruptions, logistical delays, fluctuating costs of goods, inflationary pressures, and additional operational priorities.

Essential Communication Skills for Young Professionals 10 hours

Formulate professional proposals tailored for existing or prospective clients. Engage in strategic discussions regarding production content and development velocity with relevant stakeholders. Direct and oversee the thematic content of broadcasts and presentations. Collaborate extensively to secure principal talent and essential production crew, including art directors, cinematographers, and costume designers.

Business Analytics and Customer Engagement 10 hours

Monitor market conditions or trends. Contact current or potential customers to promote products or services. Promote products in online communities and applications. Utilize effective communication skills to answer customer questions about goods or services, express ideas, and influence marketing products and solve customer challenges.

Financial Literacy 10 hours

Execute comprehensive evaluations concerning the cost-effectiveness of diverse products, projects, or services. Formulate, assess, analyze, and recommend strategic optimizations for inventory management systems, budget tracking protocols, advertising initiatives, and purchasing and procurement procedures, alongside advancing predictive sales analytics. Compute precise purchase subtotals, applicable taxes, and associated logistical costs for

formal submission to clientele. Systematically calculate organizational revenue, sales metrics, and expenditures utilizing specialized financial accounting or spreadsheet software platforms.

Business Development 15 hours

Formulate or refine comprehensive business plans for digital commerce operations, emphasizing critical determinants such as product line structure, pricing frameworks, inventory management, and strategic marketing methodologies. Design and establish Key Performance Indicators (KPIs) and Objectives and Key Results (OKRs) targeted at aligning organizational priorities and optimizing workflows to ensure effective and profitable online sales. Analyze complex business and financial datasets to develop robust strategic or financial plans.

Efficient Business Operations: Concept to Final Product 10 hours

Fulfill customer orders by packaging sold items and accompanying documentation for direct shipment, or by transferring orders to manufacturers or third-party distributors. Receive and process customer payments utilizing electronic transaction services. Generate, manage, or automate orders and invoices employing specialized order management or invoicing software platforms. Provide formal email confirmations of completed transactions and shipments. Compute and evaluate the costs of services. Maintain comprehensive records of customer accounts. Negotiate pricing structures or other commercial sales terms.

Research Tools and Ethical use of Literacy of Artificial Intelligence 10 hours

Utilize diverse artificial intelligence platforms to advance AI literacy and ethical proficiency, thereby enabling individuals to critically evaluate AI capabilities, comprehend inherent limitations, and employ these technologies responsibly within their professional environments.

Portfolio Development 9 hours

- Design and compile a comprehensive professional portfolio.
- Demonstrate core competencies through the systematic presentation of professional achievements.

Microsoft Office software: Outlook, PowerPoint, Excel, Word, and Teams 24 hours

- Calendar & Email Software – Microsoft Outlook: Use software to send and receive professional emails, manage appointments, and organize tasks.
- Presentation software — Microsoft PowerPoint: Create engaging customer and internal organization presentations with software to effectively communicate products and business development strategies.
- Spreadsheet software — Microsoft Excel: Use software to analyze data, create spreadsheets, and perform calculations.
- Word processing software — Microsoft Word: Use software to create and edit professional documents, reports, and correspondence.
- Project management: Utilize Microsoft Teams daily to schedule and attend meetings, collaborate with team members, manage project tasks, and track progress.

Graphics or photo imaging software – Canva: 18 hours

Generate visual representations of data, geographical locations, and commercial products. Leverage Canva to design sophisticated graphics and visual assets for high-impact sales presentations and product marketing campaigns. Produce high-quality product imagery utilizing photographic and videographic equipment, professional lighting configurations, staging props, and specialized digital editing software. Manage the deployment of digital media assets, including photographs, video sequences, and scanned imagery, across online storefronts, electronic auction platforms, and e-commerce interfaces.

Marketing and Social Media Management:

LinkedIn; Instagram; Twitter; Facebook; YouTube 18 hours

Develop marketing plans for finished products, collaborating with sales associates to supervise product distribution. Utilize Canva to design visually appealing graphics and images for presentations, flyers, reports, social media, and website purposes. Produce content and manage social media channels to connect with relevant target audiences, share information, and promote key messages.

Total

144 Hours

Article V Ratio

The ratio of apprentices to professional workers shall be:

- 1) Ratio #1: Each professional worker may supervise 6 apprentice(s)

Attachment B-2

Training Schedule and Working Conditions

Downey Made Apprenticeships

Occupation

Occupation: Producers and Directors

O*Net Code: 27-2012.00

Article I Term of Apprenticeship and Probation

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The period of probation shall be reasonable in relation to the full apprenticeship term, with full credit given for such period toward completion of the apprenticeship, and in no event shall exceed the shorter of 25 percent of the length of the program or one year. The period of probation shall be 6 months.

Article II Wage Schedule

Professional Worker Wage:

\$ 30.61 per hour effective 1/1/2024.

Apprentice Wage and Advancement Schedule:

In no case shall an Apprentice receive a starting wage that is less than the applicable federal, state or local entity (city or county) minimum wage, whichever is higher for the county or city where the apprentice is working. The applicable minimum wage law shall establish the effective date of the minimum wage.

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Orange County	19.32	19.82

Hours of Work and Working Conditions and Overtime Provision:

Eight hours of labor constitutes a day's work. Employment beyond eight hours in any workday or more than six days in any workweek requires the employee to be compensated for the overtime at not less than one and one-half times the employee's regular rate of pay for all hours worked in excess of eight hours, up to and including 12 hours in any workday, and for the first eight hours worked on the seventh consecutive day of work in a workweek; and double the employee's regular rate of pay for all hours worked in excess of 12 hours in any workday and for all hours worked in excess of eight on the seventh consecutive day of work in a workweek. If employers utilize an alternative workweek schedule in accordance with the California Industrial Welfare Commission Orders, the overtime will be determined and paid in accordance with the applicable alternative workweek provisions.

The workday and workweek and all other conditions of employment for apprentices shall conform to all applicable laws and regulations and shall not be greater than for those of a professional worker.

Overtime shall not be allowed if it will interfere with or impair the training or be detrimental to the health and safety of the apprentice.

Article III Work-Training

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and training in order to develop the apprentice into a proficiently skilled worker, as outlined herein.

- 2) Each apprentice shall be trained in the use of new equipment, materials and processes as they come into use in the occupation.
- 3) The major categories in which apprentices will be trained (although not necessarily in the order listed) are as follows:

Competencies	Date completed	Initial
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Core Production & Direction Responsibilities

1. Produce and direct digital content for social media, streaming, web, and other platforms
2. Oversee content quality from conception to final publication
3. Develop compelling content proposals and pitch creative concepts to stakeholders
4. Utilize AI tools for content ideation, research, and creative inspiration
5. Secure necessary permissions and rights for all materials used in productions, including AI-generated assets

Production Planning

1. Scout and select optimal locations for digital content
2. Manage and coordinate all production elements, including equipment, scheduling, and resource allocation
3. Make creative decisions about composition, angles, and pacing for maximum online engagement
4. Balance AI-generated elements with original human creativity

Content Creation and Editing

1. Generate and Capture Audio Content
2. Generate and Capture Visual/Video Content
3. Cut and edit video and audio to integrate parts into desired sequences
4. Review video and audio content to ensure quality
5. Revision and delivery of the finished product to the end user

Project Management

1. Handle production administration, including calendars and shooting schedules
2. Manage production completion and platform-specific distribution strategies
3. Develop production briefs and storyboards for digital content
4. Use AI script enhancement and editing tools to refine content
5. Guide content editing to match platform

Article IV Related Instruction

Apprentices shall satisfactorily complete prescribed courses of related and supplemental instruction, which will not be less than 144 hours per year. Related and supplemental instruction will be provided by Downey Unified School District.

Time spent in related and supplemental instruction may not be compensated.

Leadership: Principles and Practices of Effective Leadership 10 hours

Demonstrate effective leadership capabilities by establishing key performance indicators, overseeing project lifecycles from initiation to completion, engaging with clients, and mitigating operational challenges such as supply chain disruptions, logistical delays, fluctuating costs of goods, inflationary pressures, and additional operational priorities.

Essential Communication Skills for Young Professionals 10 hours

Formulate professional proposals tailored for existing or prospective clients. Engage in strategic discussions regarding production content and development velocity with relevant stakeholders. Direct and oversee the thematic content of broadcasts and presentations. Collaborate extensively to secure principal talent and essential production crew, including art directors, cinematographers, and costume designers.

Media Analytics and Audience Engagement 10 hours

Conduct thorough market and product assessments utilizing online and offline methodologies to identify commercial opportunities and determine merchandising viability for specific products. Apply robust analytical and strategic frameworks to engineer business development strategies and innovative customer solutions, facilitating informed oversight regarding sales targets, customer alignment, and sustainable enterprise practices.

Project Planning for Creative Productions 8 hours

Analyze scripts to ascertain comprehensive project requirements. Select dramatic works, screenplays, literature, journalistic content, or conceptual ideas for production. Conduct extensive research to inform artistic direction, design specifications, and related creative works. Formulate strategic promotional methodologies and implementation plans.

Managing the Production Workflow: Coordination and Logistics 6 hours

Consult with technical directors, managers, crew members, and writers to review production specifics, including photography, script, music, sets, and costumes. Determine and authorize the equipment and components necessary for productions, such as scenery, lighting, props, costumes, choreography, and music.

The Collaborative and Flexible Production Environment 7 hours

Confer with writers, producers, or actors regarding script modifications and workshop texts, utilizing rehearsals to facilitate the preparation of final drafts. Determine the pacing of programs and the sequence of scenes in accordance with scheduling constraints and the accessibility of cast and sets. Articulate the approach, characterization, and movement requirements to performers to optimize efficiency and minimize rehearsals and takes. Collaborate with relevant stakeholders to determine the technical specifications of productions.

From Idea to Outline: Scripting and Documenting Your Content 7 hours

Analyze and evaluate scripts to determine appropriate directorial approaches. Secure necessary copyrights or legal clearances. Synthesize technical information and documentation. Compose content for artistic or entertainment purposes. Utilize Adobe Acrobat and Adobe Acrobat Reader to administer, refine, and review documentation across diverse formats, ensuring optimal efficiency in document handling.

Audio and Video Editing 25 hours

Engage in the professional editing and refinement of audio and video recordings. Precision-segment and adjust film or tape media to seamlessly integrate various components into designated sequences for final drafts. Systematically evaluate film, recordings, or rehearsals to guarantee complete compliance with technical specifications, production requirements, and broadcast standards.

Research Tools and Ethical Use and Literacy of Artificial Intelligence 10 hours

Utilize diverse artificial intelligence platforms to advance AI literacy and ethical proficiency, thereby enabling individuals to critically evaluate AI capabilities, comprehend inherent limitations, and employ these technologies responsibly within their professional environments.

Portfolio Development 9 hours

- Design and compile a comprehensive professional portfolio.
- Demonstrate core competencies through the systematic presentation of professional achievements.

Microsoft Office software: Outlook, PowerPoint, Excel, Word, and Teams 24 hours

- Calendar & Email Software – Microsoft Outlook: Use software to send and receive professional emails, manage appointments, and organize tasks.
- Presentation software — Microsoft PowerPoint: Create engaging customer and internal organization presentations with software to effectively communicate products and business development strategies.
- Spreadsheet software — Microsoft Excel: Use software to analyze data, create spreadsheets, and perform calculations.
- Word processing software —Microsoft Word: Use software to create and edit professional documents, reports, and correspondence.
- Project management: Utilize Microsoft Teams daily to schedule and attend meetings, collaborate with team members, manage project tasks, and track progress.

Marketing and Social Media Management:

LinkedIn; Instagram; Twitter; Facebook; YouTube 18 hours

Develop marketing plans for finished products, collaborating with sales associates to supervise product distribution. Utilize Canva to design visually appealing graphics and images for

presentations, flyers, reports, social media, and website purposes. Produce content and manage social media channels to connect with relevant target audiences, share information, and promote key messages.

Total

144 Hours

Article V Ratio

The ratio of apprentices to professional workers shall be:

- 1) Ratio #1: Each professional worker may supervise 6 apprentice(s)