

Division of Apprenticeship Standards (DAS)

Apprenticeship Program Summary Sheet

To: Adele Burnes, Chief
From: Michele Huitric
CC: DAS, Program Planning & Review Unit
Date: April 22, 2026

Program Name: Amplifying Scientific Innovation Apprenticeship Program
Industry: Healthcare
DAS File No.: 101605
Grant Awardee: ☒ No ☐ Yes

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:

Amplifying Scientific Innovation Apprenticeship Program 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 Amplifying Scientific Innovation Apprenticeship Program is administered by The Sophia Consulting Firm, an Irvine-based innovation leadership organization that advances digital storytelling and workforce development by translating complex ideas into strategy, visibility, and measurable impact. Created to address growing workforce demand, the apprenticeship prepares professionals with scientific literacy, operational agility, and advanced digital communication capabilities for today's innovation economy. Through laboratory research exposure, data interpretation, scientific communication, digital strategy, project coordination, business operations, and human-AI storytelling, apprentices build measurable competencies

that support employers across California's life sciences, healthcare, technology, and professional services sectors.

A distinctive feature of the program is its student-led innovation ecosystem, where apprentices actively produce digital content, research insights, operational deliverables, and public-facing storytelling that translate complex ideas into accessible knowledge for broader audiences. By combining structured training, hands-on project experience, and mentorship from industry and academic leaders, the program strengthens California's workforce pipeline while expanding opportunities for innovation, public engagement, and cross-sector collaboration.

Amplifying Scientific Innovation Apprenticeship Program 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:

- Medical and Clinical Laboratory Technician O*Net: 29-2012.00
 - Professional Worker Wage: \$25.00 per hour
 - Proposed Apprentice Wage (in-school): \$16.90 per hour
 - Proposed Apprentice Wage (out-of-school): \$20.18 per hour (varies by county)
 - Proposed No. of Apprentices: 10

- Digital Marketing Specialist O*Net: 13-1161.01
 - Professional Worker Wage: \$25.00 per hour
 - Proposed Apprentice Wage (in-school): \$16.90 per hour
 - Proposed Apprentice Wage (out-of-school): \$20.18 per hour (varies by county)
 - Proposed No. of Apprentices: 20

- Social Media Specialist O*Net: 27-3031.00
 - Professional Worker Wage: \$25.00 per hour
 - Proposed Apprentice Wage (in-school): \$16.90 per hour
 - Proposed Apprentice Wage (out-of-school): \$20.18 per hour (varies by county)
 - Proposed No. of Apprentices: 10

- Project Management Specialist O*Net: 13-1082.00
 - Professional Worker Wage: \$25.00 per hour
 - Proposed Apprentice Wage (in-school): \$16.90 per hour
 - Proposed Apprentice Wage (out-of-school): \$20.18 per hour (varies by county)
 - Proposed No. of Apprentices: 10

- Executive Administrative Assistant O*Net: 43-6011.00
 - Professional Worker Wage: \$25.00 per hour
 - Proposed Apprentice Wage (in-school): \$16.90 per hour
 - Proposed Apprentice Wage (out-of-school): \$20.18 per hour (varies by county)
 - Proposed No. of Apprentices: 10

Proposed Employers:

- The Sophia Consulting Firm, 2801 Kelvin Ave., Unit 553, Irvine, CA 92614
 - Occupation(s): Medical and Clinical Laboratory Technician, Digital Marketing Specialist, Social Media Specialist, Project Management Specialist, Executive Administrative Assistant

Amplifying Scientific Innovation Apprenticeship 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
Medical and Clinical Laboratory Technician	29-2012.00	B-1
Digital Marketing Specialist	13-1161.01	B-2
Social Media Specialist	27-3031.00	B-3
Project Management Specialist	13-1082.00	B-4
Executive Administrative Assistant	43-6011.00	B-5

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: All CA 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.

Amplifying Scientific Innovation Apprenticeship Program will ensure selection procedures meet objective standards and maintain a fair and equitable selection process for all applicants.

Article XV Written Applications

Applications will be accepted on a continual basis. Applicants can apply online at www.sophiaconsultingfirm.com/apprenticeship. Applicants can also request and submit applications by emailing Dr. Sophia Ononye-Onyia at sophia@sophiaconsultingfirm.com.

Article XVI Records

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

Amplifying Scientific Innovation Apprenticeship Program
2801 Kelvin Ave., Unit 553
Irvine, CA 92614

Article XVII Annual Compliance

Amplifying Scientific Innovation Apprenticeship Program will submit an annual compliance report to the Division of Apprenticeship Standards as requested by the Division.

Amplifying Scientific Innovation Apprenticeship Program 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 Amplifying Scientific Innovation Apprenticeship Program on June 25, 2026 (Committee approval date).

Employer Organization

Amplifying Scientific Innovation Apprenticeship Program
2801 Kelvin Ave., Unit 553, Irvine, CA 92614

Dr. Sophia Ononye-Onyia, Founder & CEO

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
Division of Apprenticeship Standards

Date

Attachment B-1

Training Schedule and Working Conditions

Amplifying Scientific Innovation Apprenticeship Program

Occupation

Occupation: Medical and Clinical Laboratory Technician

O*Net Code: 29-2012.00

Article I Term of Apprenticeship and Probation

The standard term of apprenticeship shall be a competency-based approach, with approximately 2000 on-the-job training (OJT) hours, 144 related and supplemental instruction (RSI) hours, and completed within approximately 12 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 3 months.

Article II Wage Schedule

Professional Worker Wage:

\$ 25.00 per hour effective 6/25/2026.

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:

In-School Youth Apprentice Schedule

In-School Youth apprentices must be compensated at or above the applicable federal, state or local entity (county or city) 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:

Period:	1 st	2 nd	3 rd	4 th
Competencies completed:	0%	25%	50%	75%
Wage per hour:	\$16.90	\$18.01	\$19.05	\$20.10

Out-of-School Youth and Non-Youth Apprentice Schedule

All apprentices participating in the program while not enrolled in high school must be compensated at or above the wage scales shown below:

Period:	1 st	2 nd	3 rd	4 th
Competencies completed:	0%	25%	50%	75%
Counties:				
Alameda, Marin, San Mateo, Santa Clara, and San Francisco:	\$22.43/hr	\$23.90 /hr	\$25.29/hr	\$26.68/hr
Contra Costa:	\$21.31/hr	\$22.70/hr	\$24.02/hr	\$25.34/hr
Los Angeles:	\$20.66/hr	\$22.01/hr	\$23.29/hr	\$24.57/hr
San Diego:	\$20.48/hr	\$21.82/hr	\$23.09/hr	\$24.36/hr
All Other Counties:	\$20.18/hr	\$21.50/hr	\$22.75/hr	\$24.00/hr

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:

Competency Check List

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

Proficient in Task: Apprentice performs tasks properly and consistently.

Completion Date: Date apprentice completes final demonstration of competency.

Detailed Work/Activities: Initial and date each task as Competency Check List is completed.

Professional Competencies and Performance Areas

1. Laboratory Safety and Ethics

- a. Apply Occupational Safety and Health Administration (OSHA) and Clinical Laboratory Improvement Amendments (CLIA) standards for safe lab practices
- b. Demonstrate aseptic technique and contamination prevention
- c. Follow protocols for handling biohazardous and chemical materials
- d. Uphold research ethics, consent, and data integrity guidelines
- e. Maintain accurate and compliant laboratory records

2. Basic and Advanced Lab Techniques

- a. Prepare and stain biological samples for microscopic analysis
- b. Perform deoxyribonucleic acid (DNA) / ribonucleic acid (RNA) extraction, polymerase chain reaction (PCR), and electrophoresis
- c. Conduct cell culture and viability assays
- d. Apply Western blotting and immunoassays
- e. Document experimental procedures and troubleshoot errors

3. Data Analysis and Visualization

- a. Collect and analyze quantitative data from experiments
- b. Use statistical software (e.g., R, Python, SPSS) to analyze results
- c. Generate tables, charts, and data visualizations for reports
- d. Interpret laboratory results and draw evidence-based conclusions
- e. Apply bioinformatics tools for genomic or proteomic data

4. Research Methods and Clinical Trials

- a. Design and implement controlled experiments
- b. Apply Institutional Review Board (IRB) and human subjects research ethics
- c. Understand phases of clinical trials and regulatory requirements
- d. Assist with preparation of trial documentation and monitoring

5. Scientific Communication

- a. Prepare laboratory reports and scientific abstracts
- b. Deliver oral or poster presentations of research findings
- c. Contribute to grant writing or funding applications
- d. Translate complex data into accessible public summaries
- e. Collaborate with multidisciplinary teams on shared outputs

6. Professional Development and Industry Awareness

- a. Participate in seminars, webinars, or scientific conferences
- b. Maintain awareness of emerging technologies in cancer research
- c. Complete continuing education modules as assigned
- d. Network with peers and mentors in the scientific community
- e. Adapt skills to evolving industry and regulatory standards

Total Approximate On-Job-Training Hours**2000****Article IV Related Instruction**

Apprentices shall satisfactorily complete prescribed courses of related and supplemental instruction, which will not be less than 144 hours. Related and supplemental instruction will be provided by Amplifying Scientific Innovation Apprenticeship Program and overseen by San Joaquin County Office of Education.

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

Course	Hours
Introduction to Cancer Biology Description: Cell cycle, mutations, tumor microenvironment, hallmarks, prevention basics.	15
Lab Safety and Ethics Description: Biosafety, PPE, chemical handling, waste, incident reporting, research ethics.	10
Health Equity in Science Description: Social determinants, disparities in cancer outcomes, inclusive study design.	10
Introduction to Data Interpretation (Excel) Description: Data entry, descriptive stats, charting, interpreting lab results.	10
Career Talks & Science Explainer Video Description: Career panels, expert talks, science communication project (explainer video).	19
Research Methods & IRB Ethics Description: Study design, data collection, IRB processes, informed consent, patient privacy, ethical research conduct.	12
Hands-on Lab Practicum (Wet/Dry Labs) Description: Pipetting, gel electrophoresis, cell culture basics, imaging, bioinformatics practice modules.	20
Data Visualization (R or Python) Description: Coding basics, plotting datasets, reproducible workflows, cancer dataset examples.	10

Scientific Communication, Trial Design & Digital Marketing	10
Description: Writing abstracts, creating posters, clinical trial design basics, and digital communication for science (SEO, audience engagement, ethical marketing, digital tools).	
Mentored Capstone: Poster, Article, or Moderated Panel	28
Description: Independent project with faculty/mentor guidance, final presentation, peer and mentor feedback.	
Total Hours	144

Article V Ratio

The ratio of apprentices to professional workers shall be:

- 1) Ratio #1: Each professional worker may supervise 10 apprentices

Attachment B-2

Training Schedule and Working Conditions

Amplifying Scientific Innovation Apprenticeship Program

Occupation

Occupation: Digital Marketing Specialist

O*Net Code: 13-1161.01

Article I Term of Apprenticeship and Probation

The standard term of apprenticeship shall be a competency-based approach, with approximately 2000 on-the-job training (OJT) hours, 144 related and supplemental instruction (RSI) hours, and completed within approximately 12 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 3 months.

Article II Wage Schedule

Professional Worker Wage:

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Apprentice Wage and Advancement Schedule:

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In-School Youth apprentices must be compensated at or above the applicable federal, state or local entity (county or city) 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:

Period:	1 st	2 nd	3 rd	4 th
Competencies completed:	0%	25%	50%	75%
Wage per hour:	\$16.90	\$18.01	\$19.05	\$20.10

Out-of-School Youth and Non-Youth Apprentice Schedule

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Period:	1 st	2 nd	3 rd	4 th
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Counties:				
Alameda, Marin, San Mateo, Santa Clara, and San Francisco:	\$22.43/hr	\$23.90/hr	\$25.29/hr	\$26.68/hr
Contra Costa:	\$21.31/hr	\$22.70/hr	\$24.02/hr	\$25.34/hr
Los Angeles:	\$20.66/hr	\$22.01/hr	\$23.29/hr	\$24.57/hr
San Diego:	\$20.48/hr	\$21.82/hr	\$23.09/hr	\$24.36/hr
All Other Counties:	\$20.18/hr	\$21.50/hr	\$22.75/hr	\$24.00 /hr

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:

Competency Check List

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

Proficient in Task: Apprentice performs tasks properly and consistently.

Completion Date: Date apprentice completes final demonstration of competency.

Detailed Work/Activities: Initial and date each task as Competency Check List is completed.

Professional Competencies and Performance Areas

1. Search Engine Optimization (SEO) and Website Optimization
 - a. Apply keyword research using tools like Google Ads, BrightEdge, or SEMrush
 - b. Optimize metadata, page titles, image tags, and descriptions for SEO
 - c. Improve mobile usability and responsive design compatibility
 - d. Analyze search query behavior to understand user intent
 - e. Monitor SEO performance metrics (e.g., click-through rate, bounce rate)
2. Paid Search and Display Campaign Management
 - a. Design and implement pay-per-click (PPC) campaigns
 - b. Manage budgets and bids on platforms such as Google Ads and Bing Ads
 - c. Track and optimize ad performance using conversion and acquisition metrics
 - d. Conduct A/B testing of ad creatives and landing pages
 - e. Use Google Tag Manager and analytics platforms to evaluate return on investment (ROI)

3. Web Analytics and Data Interpretation

- a. Collect and analyze web metrics: traffic mix, session duration, conversions
- b. Use analytics software (e.g., Google Analytics, Tableau, HubSpot) to assess trends
- c. Generate performance reports for internal stakeholders
- d. Interpret campaign effectiveness and suggest data-driven adjustments
- e. Understand structured query language (SQL) for advanced data extraction

4. Digital Content Strategy and Execution

- a. Collaborate with content creators to align messaging with SEO goals
- b. Audit and optimize existing content for engagement and discoverability
- c. Develop editorial calendars based on keyword strategy and seasonal trends
- d. Ensure accessibility and inclusivity in content design
- e. Use Content Management System (CMS) platforms like WordPress or Drupal to publish content

5. Marketing Technology Integration

- a. Set up and maintain tracking codes using Google Tag Manager
- b. Integrate marketing platforms (e.g., HubSpot, Marketo) with analytics tools
- c. Ensure accurate campaign attribution and funnel tracking
- d. Collaborate with IT or development teams for seamless tech integration
- e. Stay updated on emerging "hot technologies" and tools

6. Market and Competitor Analysis

- a. Conduct research on industry trends, competitor activities, and consumer behavior
- b. Evaluate digital presence of competitors to inform strategic decisions
- c. Identify opportunities for content gaps and SEO wins
- d. Apply findings to enhance positioning and user engagement
- e. Present findings through strategic slide decks or stakeholder memos

7. Cross-Functional Communication and Collaboration

- a. Participate in marketing strategy meetings and project planning sessions
- b. Communicate insights and recommendations to internal teams and executives
- c. Coordinate timelines with designers, developers, and sales staff
- d. Contribute to campaign brainstorming and innovation discussions
- e. Manage stakeholder feedback and incorporate changes as needed

8. Professional Development and Industry Awareness

- a. Complete ongoing training in SEO, analytics, and ad tech platforms
- b. Attend webinars or industry events related to digital marketing
- c. Subscribe to marketing newsletters or follow relevant thought leaders
- a. Adapt to new algorithms or policy changes by search engines
- e. Maintain certification(s) in platforms like Google Ads or HubSpot

Total Approximate On-Job-Training Hours**2000**

Article IV Related Instruction

Apprentices shall satisfactorily complete prescribed courses of related and supplemental instruction, which will not be less than 144 hours. Related and supplemental instruction will be provided by Amplifying Scientific Innovation Apprenticeship Program and overseen by San Joaquin County Office of Education

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

Course	Hours
Search Engine Optimization (SEO) Fundamentals	54
Description: Introduces core SEO principles including keyword research and strategy, on-page optimization, metadata development, user-intent alignment, and ethical search optimization practices. Apprentices apply SEO frameworks directly to live projects to improve search visibility and content performance.	
Paid Search and Ad Campaigns	36
Description: Covers the design, execution, and optimization of paid digital advertising campaigns, including PPC strategy, Google Ads fundamentals, A/B testing methodologies, budget allocation, and ROI evaluation. Apprentices gain hands-on experience managing live campaign simulations.	
Web Analytics and Data Literacy	36
Description: Focuses on interpreting digital performance metrics using tools such as Google Analytics. Instruction includes KPI identification, dashboard reporting, foundational SQL concepts, and translating data insights into actionable marketing decisions.	
Digital Content Strategy and CMS Tools	18
Description: Emphasizes content planning and optimization, CMS workflows (including WordPress), accessibility best practices, and audience-aligned storytelling. Apprentices develop and publish content in support of real organizational initiatives.	
Total Hours	144

Article V Ratio

The ratio of apprentices to professional workers shall be:

- 1) Ratio #1: Each professional worker may supervise 10 apprentices

Attachment B-3

Training Schedule and Working Conditions

Amplifying Scientific Innovation Apprenticeship Program

Occupation

Occupation: Social Media Specialist

O*Net Code: 27-3031.00

Article I Term of Apprenticeship and Probation

The standard term of apprenticeship shall be a competency-based approach, with approximately 2000 on-the-job training (OJT) hours, 144 related and supplemental instruction (RSI) hours, and completed within approximately 12 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 3 months.

Article II Wage Schedule

Professional Worker Wage:

\$ 25.00 per hour effective 6/25/2026.

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:

In-School Youth Apprentice Schedule

In-School Youth apprentices must be compensated at or above the applicable federal, state or local entity (county or city) 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:

Period:	1 st	2 nd	3 rd	4 th
Competencies completed:	0%	25%	50%	75%
Wage per hour:	\$16.90	\$18.01	\$19.05	\$20.10

Out-of-School Youth and Non-Youth Apprentice Schedule

All apprentices participating in the program while not enrolled in high school must be compensated at or above the wage scales shown below:

Period:	1 st	2 nd	3 rd	4 th
Competencies completed:	0%	25%	50%	75%
Counties:				
Alameda, Marin, San Mateo, Santa Clara, and San Francisco:	\$22.43/hr	\$23.90/hr	\$25.29/hr	\$26.68/hr
Contra Costa:	\$21.31/hr	\$22.70/hr	\$24.02/hr	\$25.34/hr
Los Angeles:	\$20.66/hr	\$22.01/hr	\$23.29/hr	\$24.57/hr
San Diego:	\$20.48/hr	\$21.82/hr	\$23.09/hr	\$24.36/hr
All Other Counties:	\$20.18/hr	\$21.50/hr	\$22.75/hr	\$24.00/hr

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:

Competency Check List

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

Proficient in Task: Apprentice performs tasks properly and consistently.

Completion Date: Date apprentice completes final demonstration of competency.

Detailed Work/Activities: Initial and date each task as Competency Check List is completed.

Professional Competencies and Performance Areas

1. Social Media Strategy and Planning
 - a. Develop platform-specific strategies for LinkedIn, YouTube, and TikTok
 - b. Identify target audiences and define content positioning
 - c. Align content strategies with organizational goals and campaign priorities
 - d. Create structured content calendars and publishing schedules
 - e. Document and present strategic plans for review and approval
2. Content Distribution and Repurposing
 - a. Publish and schedule content across LinkedIn, YouTube, and TikTok
 - b. Repurpose long-form content into short-form formats (e.g., YouTube Shorts, TikTok)
 - c. Optimize captions, hashtags, and post formatting for each platform
 - d. Apply basic editing techniques to prepare content for distribution
 - e. Maintain consistency in content delivery across platforms
3. Analytics and Performance Optimization
 - a. Monitor engagement metrics across platforms (views, likes, comments, shares)
 - b. Use platform analytics tools (LinkedIn Analytics, YouTube Studio, TikTok Analytics)
 - c. Track audience growth and content performance trends
 - d. Generate reports summarizing performance insights
 - e. Adjust content strategies based on data and observed outcomes

4. Community Management and Engagement
 - a. Respond to comments and messages in a professional manner
 - b. Maintain brand voice and tone across all interactions
 - c. Engage with audience to support visibility and growth
 - d. Monitor conversations and feedback across platforms
 - e. Support execution of audience engagement strategies

Total Approximate On-Job-Training Hours **2000**

Article IV Related Instruction

Apprentices shall satisfactorily complete prescribed courses of related and supplemental instruction, which will not be less than 144 hours. Related and supplemental instruction will be provided by Amplifying Scientific Innovation Apprenticeship Program and overseen by San Joaquin County Office of Education

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

Course	Hours
Social Media Strategy and Platform Management	48
Description: Covers social media ecosystems, audience targeting, content calendars, platform-specific strategy, and brand positioning across LinkedIn, YouTube, TikTok, Instagram, and emerging platforms.	
Content Creation and Digital Storytelling	36
Description: Focuses on short-form and long-form content creation, visual storytelling, public-facing communication, audience engagement, and ethical use of AI-supported content tools.	
Analytics, Campaign Performance, and Community Engagement	36
Description: Introduces performance metrics, audience analytics, campaign optimization, social listening, engagement strategy, and interpretation of platform insights.	
Professional Communication, Brand Safety, and Compliance	24
Description: Focuses on stakeholder communication, community engagement, responsible digital conduct, content review workflows, reputation management, accessibility considerations, and compliance with organizational and platform standards. Apprentices apply these principles through real audience engagement and communication workflows.	

Total Hours

144

Article V Ratio

The ratio of apprentices to professional workers shall be:

- 1) Ratio #1: Each professional worker may supervise 10 apprentices

Attachment B-4

Training Schedule and Working Conditions

Amplifying Scientific Innovation Apprenticeship Program

Occupation

Occupation: Project Management Specialist

O*Net Code: 13-1082.00

Article I Term of Apprenticeship and Probation

The standard term of apprenticeship shall be a competency-based approach, with approximately 2000 on-the-job training (OJT) hours, 144 related and supplemental instruction (RSI) hours, and completed within approximately 12 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 3 months.

Article II Wage Schedule

Professional Worker Wage:

\$ 25.00 per hour effective 6/25/2026.

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:

In-School Youth Apprentice Schedule

In-School Youth apprentices must be compensated at or above the applicable federal, state or local entity (county or city) 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:

Period:	1 st	2 nd	3 rd	4 th
Competencies completed:	0%	25%	50%	75%
Wage per hour:	\$16.90	\$18.01	\$19.05	\$20.10

Out-of-School Youth and Non-Youth Apprentice Schedule

All apprentices participating in the program while not enrolled in high school must be compensated at or above the wage scales shown below:

Period:	1 st	2 nd	3 rd	4 th
Competencies completed:	0%	25%	50%	75%
Counties:				
Alameda, Marin, San Mateo, Santa Clara, and San Francisco:	\$22.43/hr	\$23.90/hr	\$25.29/hr	\$26.68/hr
Contra Costa:	\$21.31/hr	\$22.70/hr	\$24.02/hr	\$25.34/hr
Los Angeles:	\$20.66/hr	\$22.01/hr	\$23.29/hr	\$24.57/hr
San Diego:	\$20.48/hr	\$21.82/hr	\$23.09/hr	\$24.36/hr
All Other Counties:	\$20.18/hr	\$21.50/hr	\$22.75/hr	\$24.00/hr

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:

Competency Check List

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

Proficient in Task: Apprentice performs tasks properly and consistently.

Completion Date: Date apprentice completes final demonstration of competency.

Detailed Work/Activities: Initial and date each task as Competency Check List is completed.

Professional Competencies and Performance Areas

1. Project Management Fundamentals
 - a. Apply project lifecycle concepts (initiation, planning, execution, monitoring, closing)
 - b. Demonstrate understanding of project management methodologies (Agile, waterfall)
 - c. Define project scope, objectives, and deliverables
 - d. Identify roles, responsibilities, and timelines for assigned projects
 - e. Support execution of project plans aligned with organizational goals
2. Project Planning and Workflow Systems
 - a. Develop project timelines and task schedules
 - b. Use workflow and task management tools to track progress
 - c. Coordinate deliverables across multiple stakeholders
 - d. Maintain organized project documentation and tracking systems
 - e. Monitor project milestones and update status as needed

3. Stakeholder Communication and Reporting
 - a. Prepare project updates and status reports
 - b. Coordinate meetings, agendas, and follow-up communications
 - c. Document key decisions, action items, and deliverables
 - d. Communicate progress and risks to stakeholders in a professional manner
 - e. Support alignment across team members and project participants
4. Risk Management and Quality Control
 - a. Identify potential project risks and issues
 - b. Track and document risks, delays, and changes in scope
 - c. Support implementation of mitigation strategies
 - d. Monitor quality of deliverables against defined standards
 - e. Contribute to process improvement and project efficiency efforts

Total Approximate On-Job-Training Hours **2000**

Article IV Related Instruction

Apprentices shall satisfactorily complete prescribed courses of related and supplemental instruction, which will not be less than 144 hours. Related and supplemental instruction will be provided by Amplifying Scientific Innovation Apprenticeship Program and overseen by San Joaquin County Office of Education.

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

Course	Hours
Project Management Fundamentals	48
Description: Covers project lifecycle concepts, including initiation, planning, execution, monitoring, and closing, as well as Agile and waterfall methodologies.	
Project Planning and Workflow Systems	36
Description: Focuses on project timelines, task tracking, workflow tools, deliverable management, and coordination across stakeholders.	
Stakeholder Communication and Reporting	36
Description: Covers professional communication, meeting coordination, project updates, action-item documentation, and stakeholder reporting.	
Risk Management and Quality Control	24
Description: Introduces risk identification, issue tracking, mitigation strategies, quality control, and process improvement for project delivery.	

Total Hours

144

Article V Ratio

The ratio of apprentices to professional workers shall be:

- 1) Ratio #1: Each professional worker may supervise 10 apprentices

Attachment B-5

Training Schedule and Working Conditions

Amplifying Scientific Innovation Apprenticeship Program

Occupation

Occupation: Executive Administrative Assistant

O*Net Code: 43-6011.00

Article I Term of Apprenticeship and Probation

The standard term of apprenticeship shall be a competency-based approach, with approximately 2000 on-the-job training (OJT) hours, 144 related and supplemental instruction (RSI) hours, and completed within approximately 12 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 3 months.

Article II Wage Schedule

Professional Worker Wage:

\$ 25.00 per hour effective 6/25/2026.

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:

In-School Youth Apprentice Schedule

In-School Youth apprentices must be compensated at or above the applicable federal, state or local entity (county or city) 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:

Period:	1 st	2 nd	3 rd	4 th
Competencies completed:	0%	25%	50%	75%
Wage per hour:	\$16.90	\$18.01	\$19.05	\$20.10

Out-of-School Youth and Non-Youth Apprentice Schedule

All apprentices participating in the program while not enrolled in high school must be compensated at or above the wage scales shown below:

Period:	1 st	2 nd	3 rd	4 th
Competencies completed:	0%	25%	50%	75%
Counties:				
Alameda, Marin, San Mateo, Santa Clara, and San Francisco:	\$22.43/hr	\$23.90/hr	\$25.29/hr	\$26.68/hr
Contra Costa:	\$21.31/hr	\$22.70/hr	\$24.02 /hr	\$25.34/hr
Los Angeles:	\$20.66/hr	\$22.01/hr	\$23.29/hr	\$24.57/hr
San Diego:	\$20.48/hr	\$21.82/hr	\$23.09/hr	\$24.36/hr
All Other Counties:	\$20.18/hr	\$21.50/hr	\$22.75/hr	\$24.00/hr

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:

Competency Check List

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

Proficient in Task: Apprentice performs tasks properly and consistently.

Completion Date: Date apprentice completes final demonstration of competency.

Detailed Work/Activities: Initial and date each task as Competency Check List is completed.

Professional Competencies and Performance Areas

1. Executive Support and Professional Communication
 - a. Draft and manage professional email communications aligned with organizational standards
 - b. Communicate effectively with internal and external stakeholders
 - c. Prepare meeting agendas, notes, and follow-up summaries
 - d. Maintain professional tone and clarity across all written and verbal interactions
 - e. Support executive-level communication and coordination needs
2. Calendar, Email, and Task Management Systems
 - a. Manage calendars, scheduling, and meeting coordination
 - b. Organize and prioritize email communications and follow-ups
 - c. Track tasks and deadlines using structured systems
 - d. Coordinate scheduling across multiple stakeholders and time zones
 - e. Maintain organized records of communications and commitments

3. Operations Coordination and Workflow Management
 - a. Support coordination of program activities and operational workflows
 - b. Execute standard operating procedures (SOPs) across program functions
 - c. Track progress of operational tasks and deliverables
 - d. Coordinate logistics for meetings, events, and program activities
 - e. Maintain alignment across team members and operational priorities
4. Business Documentation and Administrative Systems
 - a. Prepare and maintain program documentation and records
 - b. Develop reports, summaries, and administrative materials
 - c. Track compliance-related documentation and updates
 - d. Organize files, systems, and shared resources
 - e. Support structured documentation across apprenticeship and business operations

Total Approximate On-Job-Training Hours **2000**

Article IV Related Instruction

Apprentices shall satisfactorily complete prescribed courses of related and supplemental instruction, which will not be less than 144 hours. Related and supplemental instruction will be provided by Amplifying Scientific Innovation Apprenticeship Program and overseen by San Joaquin County Office of Education.

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

Course	Hours
Executive Support and Professional Communication	48
Description: Covers professional communication, email drafting, stakeholder interaction, meeting preparation, and executive-level support aligned with organizational standards.	
Calendar, Email, and Task Management Systems	36
Description: Focuses on scheduling, inbox management, task prioritization, follow-up tracking, and coordination across multiple stakeholders and deadlines.	
Operations Coordination and Workflow Management	36
Description: Covers program coordination, meeting logistics, standard operating procedures, workflow tracking, and operational execution across workforce development, education, research, and innovation environments.	

Business Documentation and Administrative Systems 24

Description: Covers documentation, reporting, compliance tracking, file organization, administrative systems, and maintenance of shared business records.

Total Hours 144

Article V Ratio

The ratio of apprentices to professional workers shall be:

- 1) Ratio #1: Each professional worker may supervise 10 apprentices