

The Symba logo features the word "Symba" in a white, sans-serif font. A small teal icon, resembling a stylized 'S' or a pair of arrows, is positioned to the left of the letter 'y'.

Symba

The YUPRO logo consists of the word "YUPRO" in a bold, white, sans-serif font, followed by a trademark symbol (TM) and three vertical bars of increasing height. Below this, the text "YEAR UP PROFESSIONAL PLACEMENT" and "Skills First Placement" is written in a smaller, white, sans-serif font.

YUPRO™ 
YEAR UP PROFESSIONAL PLACEMENT
Skills First Placement

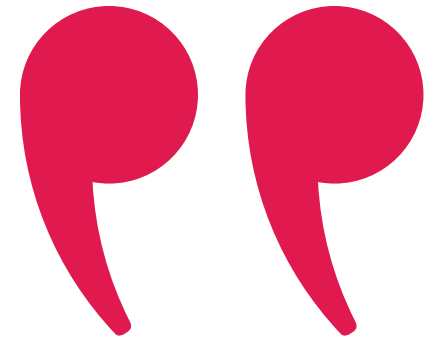
CUSTOMER SUCCESS STORY

How YUPRO Placement Built a Community and Actively Engaged Their Apprentices



OVERVIEW

Using Symba, Year Up Professional Placement (YUPRO Placement) built a community and actively engaged over 300 apprentices that participated in their pilot OnRamps@Work Apprenticeship program. They were able to engage their apprentices through readings, discussion topics, videos, and shared resources within Symba. Through this program, YUPRO Placement partnered with 34 industry-leading employers to reconnect young adults impacted by the pandemic and bring them back to the economic mainstream.



Our partnership with Symba is more than a technology investment, but instead a holistic solution to our apprenticeship learning community that provides for talent networking, upskilling, and program retention. And at YUPRO Placement, we support Symba as a women & minority owned business in commitment to our social impact to shape a more equitable and inclusive workforce."



Michelle Sims
CEO at YUPRO Placement



ABOUT THE PROGRAM

YUPRO Placement is the leading Opportunity Talent placement firm offering a strategic, socially responsible alternative to traditional corporate staffing methods. YUPRO Placement's employer partners have access to a diverse talent community at various career stages who have the technical, professional, digital, and interpersonal skills required for in-demand jobs. Additionally, they match their talent pool with employer partners who commit to an inclusive workplace that starts with removing barriers for entry-level and middle-skill talent hiring.

In response to the job challenges faced during the pandemic, YUPRO Placement partnered with their employer partners to create the OnRamps@Work Apprenticeship Program to build a bridge between skill development and full-time employment for traditionally underrepresented young adults.

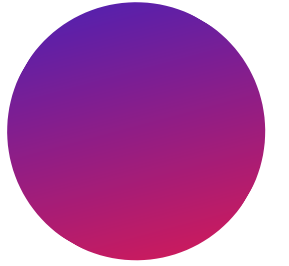


ABOUT THE PROGRAM

Following strong employer demand, this 26-week paid apprenticeship program was launched in January 2021 with 122 participants, 88% of whom had lost jobs due to the COVID-19 pandemic. The next cohort, which began in July 2021, served over 250 apprentices.

The program provides professional development and upskilling, as well as community-building and access to free and reduced-cost social assistance programs. Apprentices earn an hourly wage of \$19 or higher, receive one-on-one support from a career coach, and participate in a weekly professional development series on career advancement topics such as “Building a Relationship with Your Manager.” The program now includes 34 employer partners, with 90% of apprentices converting to full-time employment or equivalent opportunities upon program completion.

THE CHALLENGES



Building Community

Since the program was remote, it was difficult to cultivate a sense of community amongst 300+ apprentices, outside of a Zoom call. YUPRO Placement wanted to provide a space for apprentices to build community with one another in order to grow, network, and enrich their work-life experiences.

Providing Learning Materials

YUPRO Placement was also finding it challenging to provide learning materials to the program participants in a centralized manner.

Reflection Space for Apprentices

Additionally, the team wanted to provide a space where apprentice could reflect on their lessons.

HOW SYMBA HELPED

Building Community

Using Symba's Community feature, YUPRO Placement's apprentices were able to add interests and skills to their profiles as well as answer "get to know me" questions, all of which helped in building a virtual community. Being a platform that is extremely flexible and customizable, Symba listened to YUPRO Placement and their apprentices' feedback and incorporated their suggestions into the platform. The apprentices wanted a space to have more quality conversations with each other, so Symba incorporated threads and emojis into the Discussion Board feature to help make it an even better place to share interests, get inspired, and connect with other apprentices.



HOW SYMBA HELPED

Providing Learning Materials

Symba's Launchpad and Projects features allowed YUPRO Placement to house all their learning materials in one place, quickly add resources, and direct their apprentices to a familiar space to access it. They also leveraged Symba's Engage tab to share other resources like self-paced learning tools and videos, and recordings of training sessions for apprentices who were unable to make it live.

Reflection Space for Apprentices

Symba's Discussion Board feature was instrumental in enabling apprentices and staff to interact with each other in one space. YUPRO Placement was able to receive feedback on the various live sessions they held, as well as any takeaways from the apprentices' self-paced learning.



CONCLUSION

By partnering up with Symba, YUPRO Placement was able to provide a valuable experience for all participants in their apprenticeship program. For the program managers, Symba saved them valuable time by centralizing learning resources, which otherwise would have to be shared individually with each apprentice through multiple emails. For the apprentices, Symba enriched their experiences by helping them connect and interact with other participants in the program, and feel a sense of community, even virtually.

“*Our efforts to build a real community engaged in professional development and learning together is what makes YUPRO Placement’s apprenticeship different from other employment experiences - and Symba is what helps us build this community.*”



Margaret Walkup
VP, Program and Partnerships

About Symba

Symba empowers employers to solve their workforce challenges and double down on diversity by tapping into early talent in a simpler and smarter way. Our platform helps organizations measure and optimize their early career programs, including internships and apprenticeships, at scale.

We're not another sourcing or recruiting solution - we come in after offers are extended. Onboard, manage, and engage your early talent from program acceptance to alumni engagement.

[Schedule a Demo](#)