

Division of Apprenticeship Standards (DAS)

Apprenticeship Program Summary Sheet

To: Adele Burnes, Chief
From: Maria D. Silva Reyes
CC: Program Planning and Review
Date: December 4, 2025

Program Name: BAVC Media Apprenticeship
Industry: Arts, Media & Entertainment
DAS File No.: 101521
Grant Awardee: ☐ No ☒ Yes COYA 2023

Actions:

- ☒ 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 Organizations Representing Any of the Apprentices:

NONE

Request for Approval under Labor Code 3075:

BAVC Media Apprenticeship 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:

Bay Area Video Coalition's Apprenticeship Program in Digital Marketing and Media Production is your hands-on pathway into the fast-growing world of content creation, strategy, and digital storytelling. As a paid apprentice, you'll get real-world experience, build an impressive portfolio, and receive mentorship from industry professionals—while developing the skills employers are hiring for. Whether you're into social media, video editing, or campaign design, this program helps you turn your passion into a profession. You bring your curiosity, commitment, and creativity - apply now and start building your future in media.

BAVC Media Apprenticeship 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:

- Digital Marketing and Multimedia Producer O*Net: 27-4032.00
Professional Worker Wage: \$21.92 per hour
Proposed Apprentice Wage: \$21.42 per hour
Proposed No. of Apprentices: 25

Proposed Employers:

- Bay Area Video Coalition 145 9th Street #101, San Francisco, CA 94103
Occupation: Digital Marketing and Multimedia Producer

BAVC Media Apprenticeship Program Standards

Table of Contents

Program Standards.....	1-7
List of Committee Members.....	Attachment A
Training Schedule and Working Conditions	
Digital Marketing and Multimedia Producer	Attachment B
Local Education Agency Letter(s).....	Attachment C
Sample Employer Agreement	Attachment D

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: Digital Marketing and Multimedia Producer

O*Net Code: 27-4032.00

Attachment: B

Article III Organization

There is hereby established the above-named master apprenticeship committee. The committee shall consist of seven (7) members, who shall be selected by and represent the employer organization(s) signatory hereto. In addition, there shall be one (1) apprenticeship consultant representing the Division of Apprenticeship Standards and one (1) advisor from the Local Education Agency and such other advisors as the committee shall determine. Such advisors and the apprenticeship consultant shall act without vote.

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: Alameda, Marin, San Mateo, Santa Clara, and San Francisco

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 18 years of age, who has met the requirements for selection under the selection procedures of a 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.

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.

BAVC Media Apprenticeship will create selection procedures that meet objective standards and maintain a fair and equitable selection process for all applicants.

Article XV Written Applications

Applications for apprenticeship will be accepted:

Fill out and submit an online interest form here <https://bavc.org/apprenticeships-and-workforce-development/>.

Article XVI Records

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

BAVC Media Apprenticeship
145 9th St, STE 101
San Francisco
CA, 94103

Article XVII Annual Compliance

BAVC Media Apprenticeship will submit an annual compliance report to the Division of Apprenticeship Standards as requested by the Division.

BAVC Media Apprenticeship 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 BAVC Media Apprenticeship on November 3, 2025 (Committee approval date).

Employer Organization

BAVC MEDIA

145 9th Street, Suite 101, San Francisco, CA 94103

Paula Arrigoni, Executive Director

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

Training Schedule and Working Conditions

BAVC Media Apprenticeship

Occupation

Occupation: Digital Marketing and Multimedia Producer

O*Net Code: 27-4032.00

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, 171 related and supplemental instruction (RSI) hours, and completed within approximately 24 months.

Article II Wage Schedule

Professional Worker Wage:

\$ 21.92 per hour effective 10/20/2025.

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:

1st period	0% - 50% Competencies	\$ 21.42 /hour
2nd period	51% - 100% Competencies	\$ 21.92 /hour

* All mention of previous wage periods reference the current appropriate rate for that period and not necessarily the rate reflected in these Standards at the time of approval.

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 task properly and consistently.

Completion Date: Date apprentice completes final demonstration of competency

Name of Competency Section**Initial/Date**

List competencies below

GENERAL PRACTICES

JOB FUNCTION 1.0 Demonstrate understanding of goals, mission and vision of the organization/company

- 1.1 Utilize inclusive practices in collaboration and decision-making
- 1.2 Distinguish between cultural appreciation and cultural appropriation in internal and external media productions
- 1.3 Apply strategies for inclusivity and representation in developing brand/audience/community

JOB FUNCTION 2.0 Demonstrate understanding of organization's best practices for client interactions and social media

- 2.1 Present orally or in writing a pitch for a post, campaign, or action
- 2.2 Engage with divergent perspectives
- 2.3 Identify linguistic bias in written communication and utilize inclusive language in internal and public-facing communications
- 2.4 Be able to draft engaging copy and alt text consistent with a brand voice
- 2.5 Use direct interaction with audience to build community/drive engagement
- 2.6 Create an email campaign

PRE-PRODUCTION

JOB FUNCTION 1.0 Demonstrate understanding of all phases of multimedia project workflow

- 1.1 Develop a calendar for a campaign across multiple social media platforms
- 1.2 Implement production timelines for marketing content of different types
- 1.3 Use scheduling tools to set up meetings

JOB FUNCTION 2.0 Demonstrate understanding of required preproduction hardware/software

- 2.1 Use pre visualization strategies such as moodboards or concept sketches, to ideate
- 2.2 Iterate a design using thumbnails, roughs, and comps
- 2.3 Use scheduling software to track completion of deliverables on a project
- 2.4 Use a brand style guide when developing a product
- 2.5 Follow workplace guidelines for project folder organization and file naming conventions when creating a new project
- 2.6 Set up and distribute cloud-based collaboration tools and shared project files to a team

PRODUCTION

JOB FUNCTION 1.0 Demonstrate ability to interact effectively with director, talent and crew

- 1.1 Adjust camera, lighting, and other equipment according to instructions from director or other supervising crew
- 1.2 Communicate instructions from director/supervising crew members to subordinate crewmembers
- 1.3 Communicate information to talent and crew regarding schedules, locations, and other logistical details

JOB FUNCTION 2.0 Demonstrate understanding of required production hardware/software

- 2.1 Use multiple type of cameras to capture high quality photography and video footage
- 2.2 Use various lighting equipment for capturing portrait, product, and other types of marketing photograph and video content
- 2.3 Create compelling video, photo, audio and graphic content using a variety of software
- 2.4 Identify and create raster and vector image formats
- 2.5 Utilize software to create visual media content intended for web, mobile display and/or print
- 2.6 Utilize typography for consistent and appropriate branding/messaging

POST-PRODUCTION

JOB FUNCTION 1.0 Demonstrate ability in coordinating technical post-production process with multiple creatives, clients and stakeholders

- 1.1 Recognize different file formats for multimedia assets and describe the difference in function/purpose of different formats/codecs
- 1.2 Upload content to public-facing platforms
- 1.3 Review exported products for quality assurance and to troubleshoot glitches or errors

CREATIVE PROJECT DEVELOPMENT & LEADERSHIP

JOB FUNCTION 1.0 Demonstrate ability to ideate and create rich media content for specific issues and campaigns

- 1.1 Iterate a product through multiple drafts and rounds of feedback
- 1.2 Create surveys and other tools to gather feedback from multiple stakeholders
- 1.3 Participate in an advisory board meeting or other live feedback session with stakeholders or industry experts.

JOB FUNCTION 2.0 Demonstrate knowledge of industry standard technologies and best practices, and the ability to apply those practices in the creation of high-quality content

2.1 Analyze post and campaign performance data / Key Performance Indicators

2.2 Understand use of audience segmentation

2.3 Make recommendations for design or strategy of future campaigns based on performance data

2.4 Understand and comply with an organization's AI usage guidelines.

2.5 Use an AI chatbot as a brainstorming partner in a marketing campaign ideation phase.

2.6 Leverage AI-assisted search to augment the brainstorming or asset creation phase of market research.

GENERAL BEHAVIOR

1.0 Participation in team discussions/meetings

2.0 Ability to deal with ambiguity by exploring, asking questions, etc.

3.0 Knows when to ask for help

4.0 Able to demonstrate effective one-on-one communication skills

5.0 Maintains an acceptable attendance record

6.0 Completes assigned tasks on time

7.0 Demonstrates respect for clients, co-workers and supervisors

8.0 Cooperates with and assists co-workers

9.0 Follows instructions/directions

10.0 Able to work under supervision

11.0 Able to accept constructive feedback and criticism

12.0 Able to follow safety rules

13.0 Able to take care of equipment and workplace

14.0 Able to meet supervisor's work standards

15.0 Adheres to work policies/rules/regulations

Article IV Related Instruction

Related and supplemental instruction (RSI) will be provided and/or overseen by the Local Education Agencies (LEA) whose confirmation of such has been affixed to these Standards for this occupation.

Any significant difference in sample-related and supplemental instruction (RSI) listed below, and the related and supplemental instruction (RSI) provided by the Local Education Agency (LEA) will be detailed and included with the Local Education Agency's (LEA) confirmation letter and submitted to the Division of Apprenticeship Standards for review.

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

COURSES**HOURS****Digital Media Skills****52.5 Hours**

- a. Apply basic knowledge of software and hardware commonly used in audio/video/multimedia production.
- b. Move and edit media projects across platforms and between different software programs and convert to various formats.
- c. Use foundational audio/video/multimedia production techniques as applied to creative media projects.
- d. Explain issues and impacts of new technology in the broadcast industries.

Audio for the Web/Podcasting**22 Hours**

- a. Plan, produce, upload, and distribute audio content for the web.
- b. Create, write, record, and edit creative content that tells a story.
- c. Use current technology to promote audio content to target audience.

Discuss the history of audio delivery over the web, and its impact on traditional broadcasting.

Video for the Web**22 Hours**

- a. Plan, produce, upload, and distribute video for the web.
- b. Create, write, shoot, and edit creative content that tells a story.
- c. Use current technology to promote video content to target audience.

Discuss the history of video delivery over the web and its impact on traditional broadcasting.

Digital Media Portfolio**22 Hours**

- A. Research and analyze various portfolio platforms.
- B. Plan, develop, and present a portfolio and professional resume.

C. Evaluate, select, and publish portfolio projects.

Social Media Marketing

52.5 Hours

- A. Define different types of social media channels along with key trends in this evolving medium.
- B. Describe and apply best practices for utilizing various social channels in marketing plans.
- C. Research/ analyze audience behavior and needs in order to define target segments (personas) and develop appropriate marketing programs to achieve business objectives.
- D. Create social media marketing campaigns with targeted objectives.
- E. Identify and define appropriate metrics of success for each medium.
- F. Demonstrate the ability to create a website, LinkedIn, Facebook, Instagram, Pinterest, blog, and YouTube campaign.

TOTAL HOURS 171

Article V Ratio

The ratio of apprentices to professional workers shall be:

- 1) Ratio #1: Each professional worker may supervise two (2) apprentice(s)