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FOR IMMEDIATE RELEASE
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Digital Creative Institute to Announce First Digital Creative Marketing Apprenticeship in the Nation, in Collaboration with Department of Labor's Office of Apprenticeship and the Texas Workforce Commission

WHAT

Announcement of the First Digital Creative Marketing Apprenticeship in the Nation, launching right here in San Antonio

Geekdom company member Digital Creative Institute will host a special press conference and event to announce and showcase the company's digital creative marketing apprenticeship that is the first of its kind in the United States. The apprenticeship is a pivotal part of a national movement and is a collaborative effort with the Department of Labor's Office of Apprenticeship and Texas Workforce Commission.

WHERE

Geekdom Event Centre
131 Soledad St., 78205

WHEN

Wednesday, November 14
10 a.m. to 11 a.m.

DETAILS

On Wednesday, November 14, San Antonio's Digital Creative Institute will announce its DCI Apprenticeship, recognized by the Department of Labor's Office of Apprenticeship (DOLOA) to be the first Apprenticeship Program in the United States in Digital Marketing. The designation was achieved through development of the program and authentication through the Department of Labor offices in Washington, D.C.

Spokespersons at next Wednesday's announcement will include Brad Voeller, CEO, Digital Creative Institute, David Snowden, Global SVP-Communications, ARGO Insurance, DCI Apprenticeship Employer, Ann Pham representing Julian Alvarez, Commissioner, Texas Workforce Commission, Judge Wolff, Bexar County Judge, and Troy Johnson, US Department of Labor-Employment and Training Administration, Office of Apprenticeship.

DCI observed an ongoing issue, not only in San Antonio, but also across the nation. The current system for transitioning from school to work is broken, and the problem and solution are bigger than a frustrating job hunt. Technology is transforming how we find information, relate to others, shop, work, and even relax. Modern technologies are changing faster than any other invention in human history.

The DCI Apprenticeship is the integration of education and work. The practice of apprenticing is as old as the trades it was designed to serve. In the Middle Ages, passing on a skill to the next generation was both a moral imperative and a good business practice.

DCI's vision is to be nationally recognized as the digital apprenticeship solution by connecting emerging leaders to a powerful global network of masters of the craft through hands-on skill development and professional coaching.

About DCI

Founded in 2016, with operations in San Antonio and Austin, TX, Digital Creative Institute is the nation's first Federally Registered Digital Marketing Apprenticeship in the United States. We provide a transformative program to equip workforce talent with the skills they need to accelerate their career, and provide employers with highly qualified and productive talent, launching apprentices into their life calling. For more information visit:

www.digitalcreativeinstitute.com

About Geekdom

Founded in 2011, Geekdom is the center of the San Antonio startup ecosystem and provides an inspiring environment where community members from all walks of life gather to explore ideas and collaborate in entrepreneurship, technology, and creative endeavors. We serve our community through mentorship, workshops, and entrepreneurial programming that enhance the personal and professional growth of our members. For more information, visit www.geekdom.com.