

## ANDREA — USDOL Registered Apprenticeship

Andrea was seeking more from her role at ProMaster Cleaning and Restoration in Ludington. She wanted a greater challenge, expanded responsibilities and opportunities to grow professionally. At the same time, ProMaster recognized Andrea's potential and identified a need for stronger administrative support with skills in customer service and digital marketing.

The Administrative Assistant USDOL registered apprenticeship program provided a solution that met goals for both sides. Through Michigan Works! West Central, ProMaster developed a 2,000 hour, competency-based apprenticeship program tailored specifically to Andrea's role.

The program combined on-the-job training with related technical instruction, allowing her to immediately apply new skills in the workplace while earning industry-recognized credentials. The apprenticeship emphasized administrative operations, customer service and digital marketing.

Andrea completed coursework in business fundamentals, human resources, advanced Excel, workplace communication and digital marketing. She earned multiple credentials, including an Administrative Assistant Certification, a Digital Marketing Certificate and a Customer Service Certificate through West Shore Community College. One of the most significant growth experiences came from enrolling in a digital marketing course, which pushed her outside her comfort zone but resulted in six certifications and a noticeable increase in confidence and capability.



Balancing a full-time, 40-hour work week with family responsibilities and apprenticeship coursework was the most challenging aspect of the program for Andrea. The additional training required late nights, weekends and careful time management. Andrea credits her success to consistent employer support, frequent check ins, flexible scheduling and access to online learning options.

Michigan Works! West Central was able to support Andrea throughout her training by providing her a laptop, case,

gas cards and coursework supplies. These funds were available thanks to the Michigan Statewide Targeted Apprenticeship Inclusion and Readiness System (MiSTAIRS) grant.

Andrea finished her apprenticeship program in December 2025, demonstrating measurable growth in skills, confidence and job performance. The apprenticeship strengthened ProMaster's internal capacity, improved employee retention and expanded Andrea's role to include enhanced customer service and digital marketing functions.