



CHOOSE CHICAGO
Equity, Diversity and Inclusion (EDI) Apprenticeship
in partnership with United Airlines

PROGRAM OVERVIEW

BACKGROUND:

Choose Chicago, the official sales and marketing organization for the City, understands the critical role tourism plays in workforce development and the economic vitality of our community and City.

Chicago's tourism industry plays a critical role in economic growth and job development. In 2018, the Chicago tourism industry represented 57.6 million domestic and overseas visitors, \$16 billion in direct spending, \$1.1 billion in tax revenue, and 150,000 industry jobs.

Choose Chicago recognizes the BIPOC (Black, Indigenous, and People of Color) talent and leadership is vastly underrepresented in our industry and we are proud to collaborate with Tourism Diversity Matters (TDM) on a brand-new Equity, Diversity & Inclusion Apprenticeship Program. Applying a collective impact model, Tourism Diversity Matters (TDM) is committed to building a diverse talent pipeline for the tourism industry.

Choose Chicago is thrilled to join TDM in this effort along with three other major industry colleagues (Baltimore, Columbus, Nashville) in offering a comprehensive Apprenticeship Program.

Choose Chicago is also deeply appreciative for our partnership with United Airlines who will fully fund this Apprenticeship Program for the 2022 calendar year. This funding will benefit one (1) candidate selected to complete a pilot program as we create more pathways for underrepresented populations in our respective industries.

United Airlines is in the business of bringing people together, and their organization is more committed than ever to creating a more diverse, equitable and inclusive workplace, airline, and world where we all thrive. United Airlines is also committed to growing an inclusive culture from the inside out, with a commitment to transparency, accountability, and continued forward progress.

OBJECTIVE:

The EDI Apprenticeship Program in partnership with United Airlines is designed to provide Chicago's emerging professionals from underrepresented communities the opportunity to learn via on-the-job experience in the destination marketing and hospitality industries and position those individuals for long-term professional success.

The Apprentice will receive an opportunity to choose from various career paths that align with their educational background and/or professional career goals. The Choose Chicago Career Track (CCCT) is comprised of five distinctive specializations to choose from: **** Global Development ** Sports Commission ** Marketing ** Partnership ** Sales & Services/ Event Management.**

One (1) career track will be completed with United Airlines organization.

STRUCTURE:

The central terms of the Equity, Diversity & Inclusion Apprenticeship Program are as follows:

- ✚ one (1) apprentice with a focus on ethnic diversity
- ✚ At least 600 hours providing substantial experience working within multiple departments at Choose Chicago, with exposure in working with United Airlines for 4-6 weeks;
- ✚ Paid stipend during the program (at minimum \$17/hour) along with transportation and meals monthly stipend;
- ✚ Guaranteed employment at (minimum) a Coordinator level upon successful completion;*

**If there is no applicable full-time position available at Choose Chicago or United Airlines, we will seek assistance from Tourism Diversity Matters with job placement.*

APPRENTICE BENEFITS:

The Apprentice will receive a well-rounded on-the-job experience by working on valuable projects, tasks, assignments, and daily functions; not based solely on a shadowing experience.

The Apprentice will be paired with a singular mentor - Director Equity, Diversity and Inclusion along with the Human Resources department management team as support and second resource for the Apprentice. The selected Apprentice will gain the following benefits:

- ✚ Invaluable work experience and executive shadowing;
- ✚ Build on skillset and resume, merging academic theory with practical hands-on application in the workplace;
- ✚ Learn about the internal workings of a destination marketing organization across multiple departments;
- ✚ Exposure to local stakeholders, clients and community partners;

APPRENTICE CRITERIA/QUALIFICATIONS:

This is a highly competitive program. Applicants should meet the following universal eligibility requirements:

1. Aged 21+ and a resident of Chicago (preferred) or Illinois suburban communities
2. Interest in the hospitality/travel/tourism sector with equivalent practical work experience
3. Identify as BIPOC or another under-represented or minority group
4. Possess a strong work ethic, a passion for learning, and abundant curiosity
5. Demonstrates an energetic spirit and team player attitude with ability to follow directions
6. Commit to 600 Hour Apprenticeship (not to exceed 6 months unless noted) and available to work at least 32-40 hours per week.
7. Must be fully vaccinated as defined by the Centers for Disease Control (CDC) to perform any work for Choose Chicago and our sponsoring partner United Airlines. Proof of documentation required.
8. Must successfully pass a background check and drug test.
9. Adhere to program policies and procedures of Choose Chicago, sponsorship partner and any additional host industry partners
10. Complete a program survey / post-apprenticeship evaluation
11. Perform all duties as assigned

Note physical requirements: While performing the duties of the apprenticeship program, the Apprentice selected is frequently required to sit, walk, stand, talk and/or listen. The Apprentice may be required to lift materials of up to twenty-five pounds. Reasonable accommodations will be considered to enable individuals with disabilities to perform the essential functions required of this program.

2022 TRACKS & FOCUS AREAS

Choose Chicago is seeking applicants to complete a majority of the apprenticeship hours (minimum of 400 hours) in two-four of the following tracks. Other hours will include learning the operations of our sponsorship partner – United Airlines.

1. Partnership Track

Example projects/tasks may include:

- ✓ Assist in updating database
- ✓ Proof and update partnership marketing materials as needed

- ✓ Participate in partnership related events (i.e., coordinating site location, handling registration, etc)

2. Marketing Track

Example projects/tasks may include:

- ✓ Web content management specifically using Simpleview CRM tool
- ✓ Responsible for updating and maintaining Events Calendar on the organization website
- ✓ Assist with photography process – managing projects from start to finish including asset management
- ✓ Manage electronic photo collections and marketing pieces
- ✓ Manage projects through Workfront, the marketing project management tool

3. Sales & Services/Event Management Track

Example projects/tasks may include:

- ✓ Assist Sales and Services team with the planning and on-site logistical execution of various client interfacing opportunities including customer site inspections & other projects as assigned.
- ✓ Support team with the development of bid books and power point decks
- ✓ CRM/Data base management - Assist sales with research & updating client account information, entering leads, etc.

4. Global Development Track (max. 4 weeks)

Example projects/tasks may include:

- ✓ Assist in planning and generating site tours for travel
- ✓ Assist with project coordination and logistics
- ✓ Work directly with partner organizations to support tour operator needs
- ✓ Provide sales support – sales call follow-up, collateral fulfillment and general office support

5. Chicago Sports Commission Track (max. 4 weeks)

Example projects/tasks may include:

- ✓ Under supervision, research and identify potential events based on CSC criteria, learn evaluation model and make evaluation recommendations for potential CSC bids
- ✓ Manage & organize event information and maintain prospective event database
- ✓ Assist in any event management activities and updating venue information, facts, figures and special event history

6. **United Airlines Sponsorship Partner Track** (max. 6 weeks)

- ✓ Projects and/or tasks to be determined at a later date

APPLICATION INSTRUCTIONS:

Complete & Sign the **APPRENTICESHIP APPLICATION FORM** inclusive of completed essay responses on a separate sheet. Submit with your application form:

- ✚ Professional Resume.
- ✚ Submit official or unofficial university transcript or other verification of degree(s) awarded/to-be awarded (if applicable).
- ✚ Must successfully complete a background check.
- ✚ At least two (2) letters of recommendation from an academic or professional reference to support your application and career track selections.

SEND ALL MATERIALS:

By Email: APPLICATIONS@CHOOSECHICAGO.COM (Subject: 2022 Apprenticeship Application)

By Mail:

Choose Chicago
Human Resources Department
301 E. Cermak Road
Chicago, Illinois 60616

Deadline Date: February 2, 2022