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**Apprenticeship Case Study**

Ryan O'Donnell is a first year Digital Construction apprentice with CITB NI. He is currently working on a project to develop a new digital construction platform for the industry. Ryan has been working on this project for the last few months and has been very busy. He has been working on the project full-time and has been very busy. He has been working on the project full-time and has been very busy. He has been working on the project full-time and has been very busy.

For further information, visit [www.citbni.co.uk](https://www.citbni.co.uk) or follow CITB NI on Facebook, Twitter, Instagram and LinkedIn.

**CITB NI**

**CITB** NI'S SOCIAL MEDIA CAMPAIGN GETS BEHIND NI APPRENTICESHIP WEEK...

## Backing apprenticeships

Department for the Economy's Apprenticeship Week event (which ran during the last week of April) was aimed at raising the profile of apprenticeships across Northern Ireland.

**CITB** NI seized on this opportunity to help students and teachers with information on a career in the construction industry and how to get involved in apprenticeships.

**CITB** NI's week-long social media campaign promoted construction apprenticeships and celebrated current apprentices. The campaign included a variety of apprentice video testimonials, graphics and photographs shown across **CITB** social media and website.

Construction apprenticeships are an important part of the career ladder and are beneficial to both the apprentice and the employer. Learning on the job is crucial to skills development whilst gaining the formal qualifications at the same time. Skills shortages, an ageing workforce and poor perception of the industry are putting the construction industry at risk. Consequently, the industry needs to do more to successfully promote itself to young people, careers influencers and meet the future demands.

